

Connecticut Highway Safety

ANNUAL REPORT

Federal Fiscal Year 2013

Prepared by

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<u>INTRODUCTION</u>	<u>3</u>
<u>CRASH DATA/TRENDS</u>	<u>5</u>
<u>PERFORMANCE GOALS AND TRENDS</u>	<u>8</u>
<u>FINANCIAL SUMMARY</u>	<u>20</u>
<u>PROGRAM AREAS</u>	<u>22</u>
<u>Impaired Driving</u>	<u>23</u>
<u>Police Traffic Services</u>	<u>26</u>
<u>Occupant Protection</u>	<u>28</u>
<u>Child Passenger Safety</u>	<u>32</u>
<u>Motorcycle Safety</u>	<u>34</u>
<u>Traffic Records</u>	<u>37</u>
<u>PAID MEDIA REPORT</u>	<u>40</u>
<u>NOTEWORTHY PRACTICES</u>	<u>65</u>
<u>ATTITUDE AND AWARENESS OUTCOME MEASURES</u>	<u>69</u>

INTRODUCTION

INTRODUCTION

The goal of the Connecticut Highway Safety Program is to prevent roadway fatalities and injuries as a result of crashes related to driver behavior. Under the Highway Safety Act of 1966 (23 USC- Chapter 4) the Governor is required to implement a highway safety program through a designated State agency suitably equipped and organized to carry out the program. An appointed Governor's Highway Safety Representative oversees the program and supporting Section 402 highway safety grant funds made available to the States to carry out their annual Highway Safety Plans. The Connecticut Highway Safety Program is an extension of this Federal requirement. The Highway Safety Office (HSO) is located in the Connecticut Department of Transportation in the Bureau of Policy and Research in the Planning section. **The primary objectives of the HSO are to plan, coordinate, and implement effective highway safety programs and to provide technical leadership, support and policy direction to highway safety partners.**

This Annual Report contains information on initiatives, projects, accomplishments and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2013. Fatality data in this report is sourced from the Fatality Analysis Reporting System or FARS. Injury and other data are sourced through the HSO. *Please note, the 2012 FARS data (sourced from the 2011 FARS final file) used in this document is expected to change. Enforcement efforts, coupled with bi-lingual media, public information and education campaigns, and training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity.

The success of the Highway Safety Program is contingent upon cooperation and coordination with safety partners and the motoring public. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Governor's and Lieutenant Governor's Office, Department of Public Safety/State Police, State Police Toxicology Laboratory, Department of Mental Health and Addiction Services, Department of Public Health, Department of Motor Vehicles, Motor Carrier Safety Administration, Division of Criminal Justice, Office of the Chief State's Attorney, and Office of Policy and Management. Local law enforcement agencies, through coordinated efforts with the Connecticut Police Chiefs Association, are also essential partners. Schools, civic and non-profit groups (including Mothers Against Drunk Driving, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, and the Connecticut Motorcycle Riders Association), Yale New Haven and Hartford Hospitals and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates as a member in the Governor's Highway Safety Association and the National Association of State Motorcycle Safety Administrators.

During the 2013 Federal Fiscal Year, the following core "Activity Measures" were achieved during grant funded overtime enforcement:

Speeding Citations: 9,585

Safety-Belt Citations: 12,846

Impaired Driving Arrests: 1,220

CRASH DATA/TRENDS

Core Outcome Measures

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Traffic Fatalities						
Total	296	302	224	320	221	236
Three Year Moving Average	295	303	274	282	255	259
Rural	47	55	36	62	38	77
Three Year Moving Average	49	50	46	51	45	59
Urban	249	247	188	258	183	156
Three Year Moving Average	246	253	228	231	210	199
Unknown	0	0	0	0	4	3
Three Year Moving Average	0	0	0	0	1	2

Fatalities Per 100 Million Vehicle Miles Traveled

Total	0.92	0.95	0.71	1.02	0.71	
Three Year Moving Average	0.93	0.95	0.86	0.89	0.81	
Rural	1.18	1.38	0.91	1.59	0.97	
Three Year Moving Average	1.23	1.27	1.16	1.29	1.16	
Urban	0.89	0.89	0.68	0.94	0.67	
Three Year Moving Average	0.88	0.91	0.82	0.84	0.76	

Serious (A) Injuries

Total	2577	2311	2155	2033	1673	1771
Three Year Moving Average	2486	2434	2348	2166	1954	1826

Serious (A) Injuries Per 100 Million Vehicle Miles Traveled

Total	7.53	7.28	6.86	7.00		
Three Year Moving Average	7.64	7.47	7.22	7.05	6.93	

Passenger Vehicle Occupant Fatalities (All Seat Positions)

Total	208	183	150	203	144	153
Three Year Moving Average	201	199	180	179	166	167
(Fatalities) Restrained	97	77	58	79	57	65
Three Year Moving Average	88	89	77	71	65	67
Unrestrained	84	77	69	85	55	53
Three Year Moving Average (Unrestrained)	81	78	77	77	70	64
Unknown	27	29	23	39	32	35
Three Year Moving Average	31	33	26	30	31	35

Alcohol-Impaired Driving Fatalities (BAC=.08+)

Total	111	95	97	119	94	85
Three Year Moving Average	107	106	101	104	103	99

Core Outcome Measures continued

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Speeding-Related Fatalities						
Total	99	99	103	124	74	39
Three Year Moving Average	97	98	100	109	100	79
Motorcyclist Fatalities						
Total	43	63	45	52	37	40
Three Year Moving Average	48	54	50	53	45	43
Helmeted	15	20	17	16	10	12
Three Year Moving Average	16	18	17	18	14	13
Unhelmeted	28	42	27	36	24	26
Three Year Moving Average	30	35	32	35	29	29
Unknown	0	1	1	0	2	2
Percentage of MC Operator Fatalities with BAC > 0%						
Total	33%	35%	38%	41%	27%	29%
Three Year Moving Average	31%	32%	35%	38%	35%	32%
Drivers Involved in Fatal Crashes						
Total	403	404	302	423	292	332
Three Year Moving Average	420	420	370	376	339	349
Aged Under 15	0	0	1	0	0	0
Three Year Moving Average	0	0	0	0	0	0
Aged 15-20	54	37	32	32	25	21
Three Year Moving Average	53	51	41	34	30	26
Drivers Involved in Fatal Crashes - Aged Under 21	54	37	33	32	25	21
Three Year Moving Average	54	51	41	34	30	26
Aged 21 and Over	345	362	268	384	262	306
Three Year Moving Average	362	363	325	338	305	317
Unknown Age	4	5	1	7	5	5
Three Year Moving Average	5	6	3	4	4	6
Pedestrian Fatalities						
Total	32	47	26	46	26	36
Three Year Moving Average	35	39	35	40	33	36
Observed - Restrained						
Total	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
	88.0%	85.9%	88.2%	88.4%	86.8%	86.40%
Three Year Moving Average		86.6%	87.4%	87.5%	87.8%	87.2%

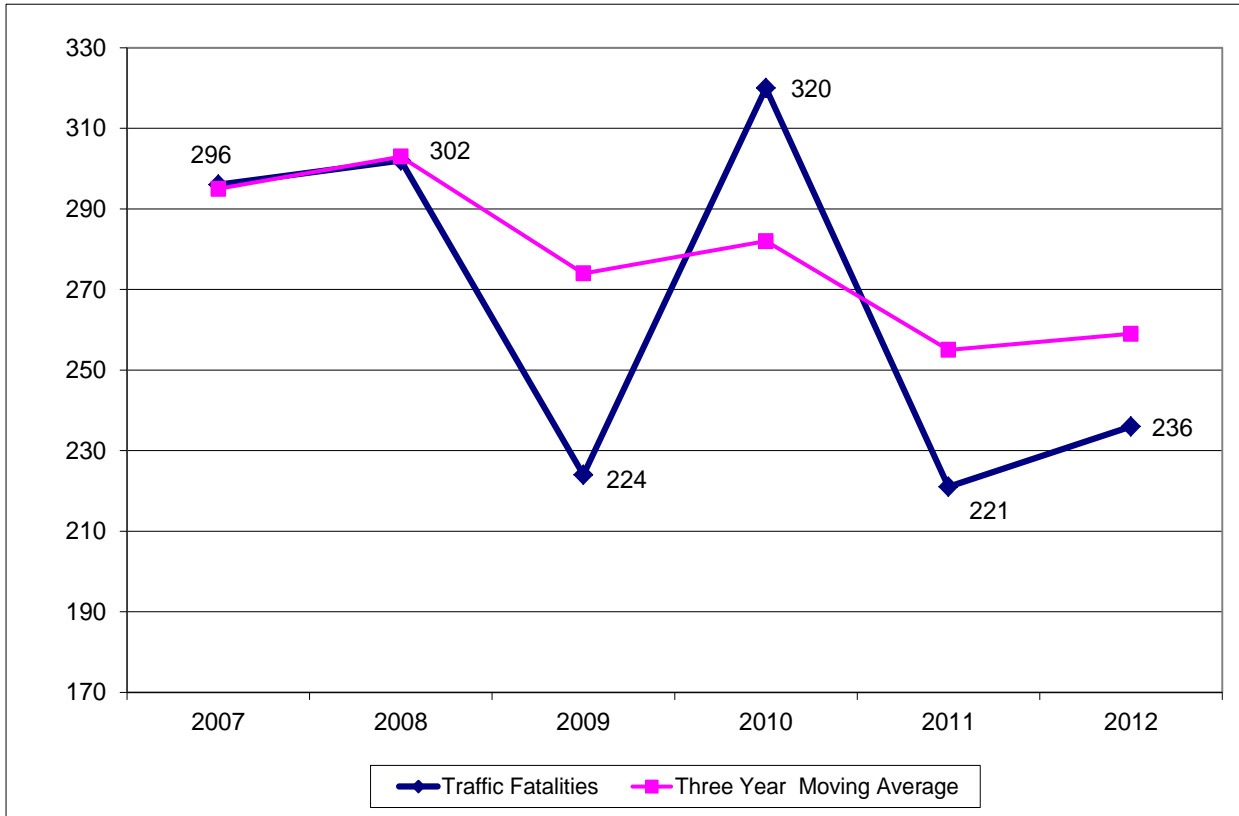
PERFORMANCE GOALS AND TRENDS

Graph 1

Graph 1 shows Connecticut's fatality figures with 236 in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. The three year moving average indicates an overall decrease in the number of roadway fatalities over the 2007 to 2012 period, despite an increase in fatalities during 2010. (Please note the anticipated number of fatalities for Final FARS file year 2012 is 264).

2013 Highway Safety Plan (HSP) Goal:

To reduce the three year (2008-2010) moving average of 282 in 2010 fatalities 5 percent to a three year (2012-2014) moving average of 268 in 2014.



Outcome:

Final NHTSA-FARS figures showed the three year average over the period of 2008-2010 to be 282. The most recent three year period spanning the period from 2010-2012 had an average of 259 traffic fatalities.

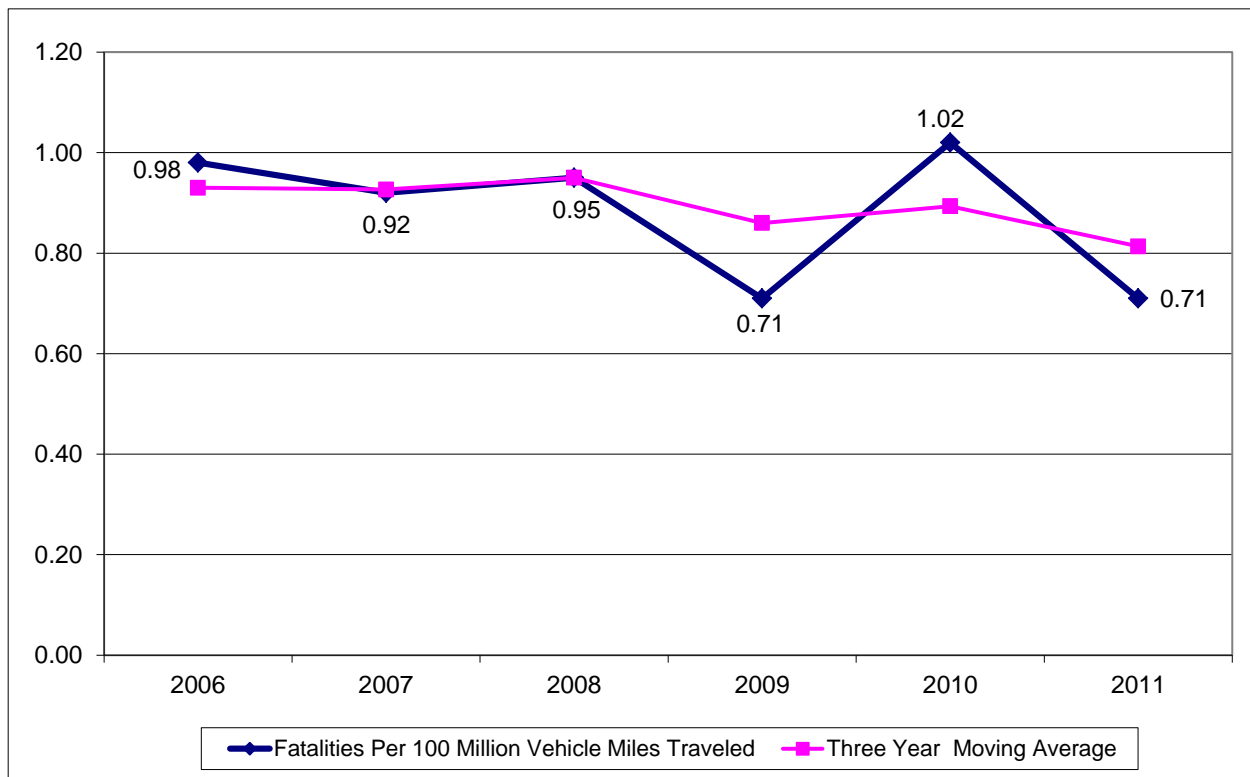
Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 million miles driven. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. There were .71 fatalities per 100M VMT in 2011. While the figures jumped over the 2006-2011 period, the three year moving average shows a slight decrease in this measure.

2013 HSP Goal:

To reduce the Fatality rate per 100 M VMT from the three year (2008-2010) moving average of .89 in 2010 by 5 percent to a three year (2012-2014) moving average of .85 in 2014.



Outcome:

Both the 2011 rate of .71 and three year moving average of the rate over the period of 2009-2011 of .81 fatalities per 100M VMT, are the lowest value(s) for this measure during the reporting period.

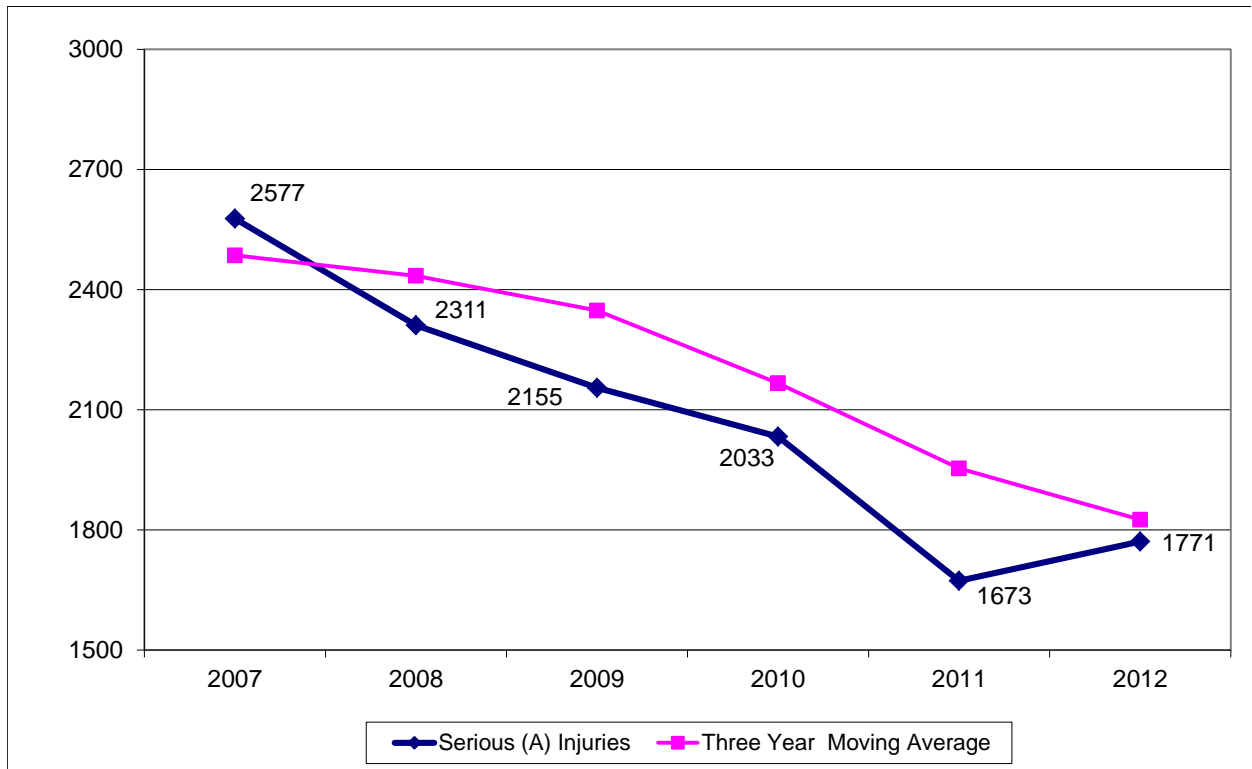
****Please note that data in this Report is sourced from the 2011 NHTSA-FARS final file and Connecticut Department of Transportation. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.****

Graph 3

Graph 3 shows Connecticut's Serious (A) Injuries; there were 1,771 serious injuries in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013HSP Goal:

To reduce the Serious (A) Injuries in motor vehicle crashes from the three year (2008-2010) moving average of 2,181 in 2010 by 10 percent to a three year (2012-2014) moving average of 1,963 in 2014.



Outcome:

Serious Injuries (A) have been on a steady decline in Connecticut. The value reported for 2011 was the lowest observed during the reporting period. The three year moving average has decreased during the reporting period as well.

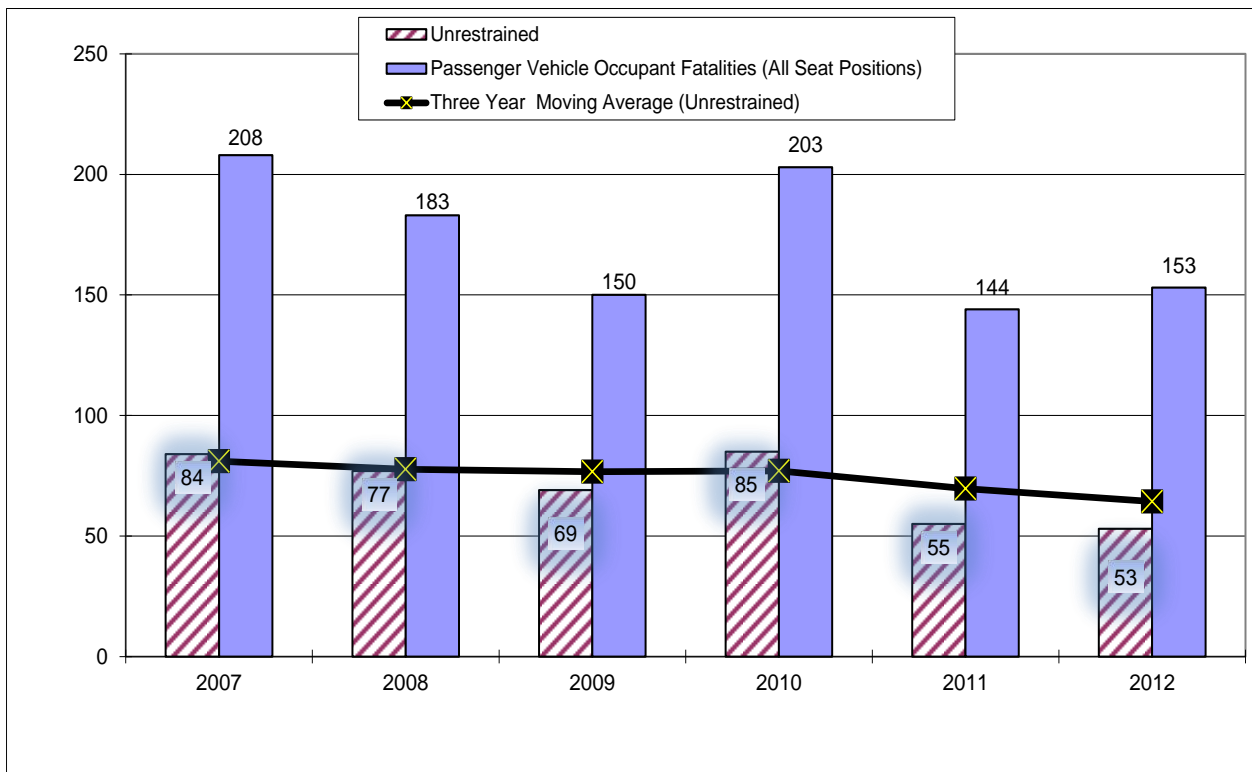
Please note that data in this Report is sourced from the 2012 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.

Graph 4

Graph 4 shows Connecticut's Passenger Vehicle Occupant Fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 53 unrestrained fatalities in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal:

To reduce the number of unrestrained occupants in fatal crashes from the three year (2008-2010) moving average of 77 in 2010 by 10 percent to a three year (2012-2014) moving average of 69 in 2014.



Outcome:

Both the performance measure and the three year moving average of unrestrained fatalities reflected in this graph reached their lowest level in 2012 during the reporting period.

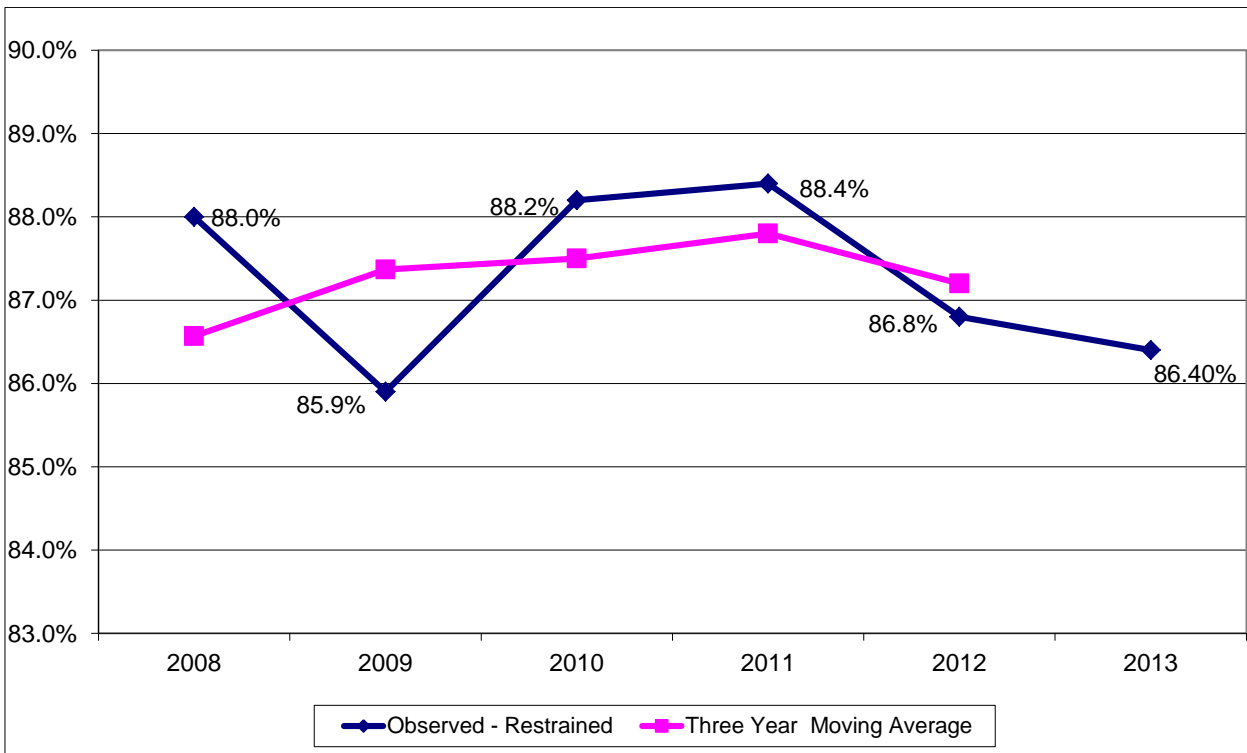
****Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.****

Graph 5

Graph 5 shows observed annual safety belt usage rate for the State of Connecticut for the 2007-2012 reporting period. The annual belt-use rate was 86.8 percent in 2012.

2013 HSP Goal(s):

To increase the safety belt usage rate (observations) from 88 percent in 2011 to 90 percent or above in 2014.



Outcome:

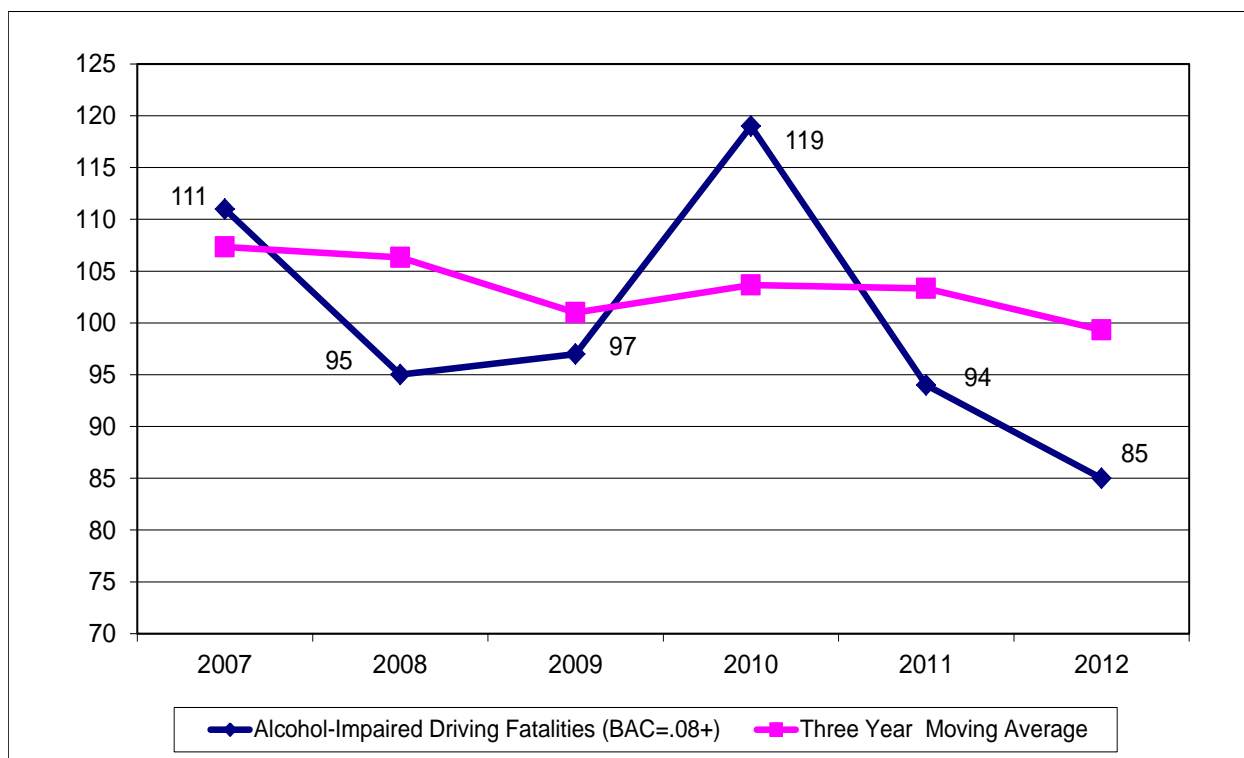
While observed belt use reached its highest level during this reporting period at 88.4 percent in 2011, it fell again to 86.4 percent in 2013. The three-year moving also decreased during the 2011-2013 period.

Graph 6

Graph 6 shows Connecticut's alcohol-impaired driving fatalities. There were 85 alcohol-impaired driving fatalities in 2012. NHTSA defines an alcohol-impaired driving fatality based on a BAC of .08+ for all drivers and motorcycle operators involved in fatal crashes. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal:

To decrease alcohol impaired driving fatalities (BAC = .08+) from the three year (2008-2010) moving average of 122 in 2010 by 5 percent to a three year (2012-2014) moving average of 115 in 2014. (Please note the moving average used to set this goal for the HSP has changed since the time of that publication. The updated moving average for that timeframe is 104)



Outcome:

The preliminary count of 85 alcohol-impaired driving fatalities is the lowest recorded during the reporting period. While this data is subject to change the overall trend of the three-year moving average has been consistently downward with the most recent 2008-2012 period at 99. Please note, this number is expected to rise when the NHTSA-FARS final file is released.

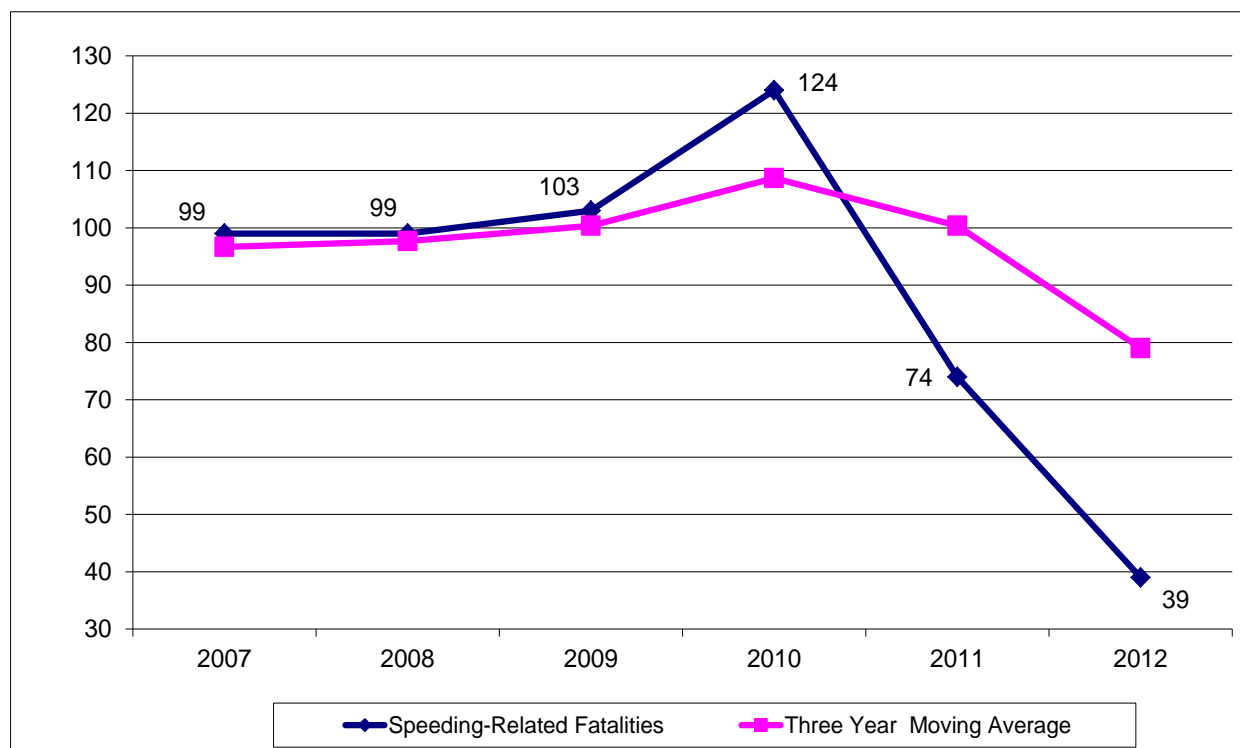
Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 7

Graph 7 shows Connecticut's speeding-related fatalities for the years from 2007-2012. There were 39 speeding-related fatalities in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal:

To reduce the number of speed related fatalities from the three year (2008-2010) moving average of 109 in 2010 by 5 percent to a three year (2012-2014) moving average of 103.5 in 2014.



Outcome:

Speeding-related fatalities increased steadily during the reported timeframe reaching a high of 124 in 2010 before falling to their lowest level of the reporting period at 39 in 2012. However, the three-year moving average still shows a slight increase during the 2007-2012 timeframe. Please note, this number is expected to rise when the NHTSA-FARS final file is released.

Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

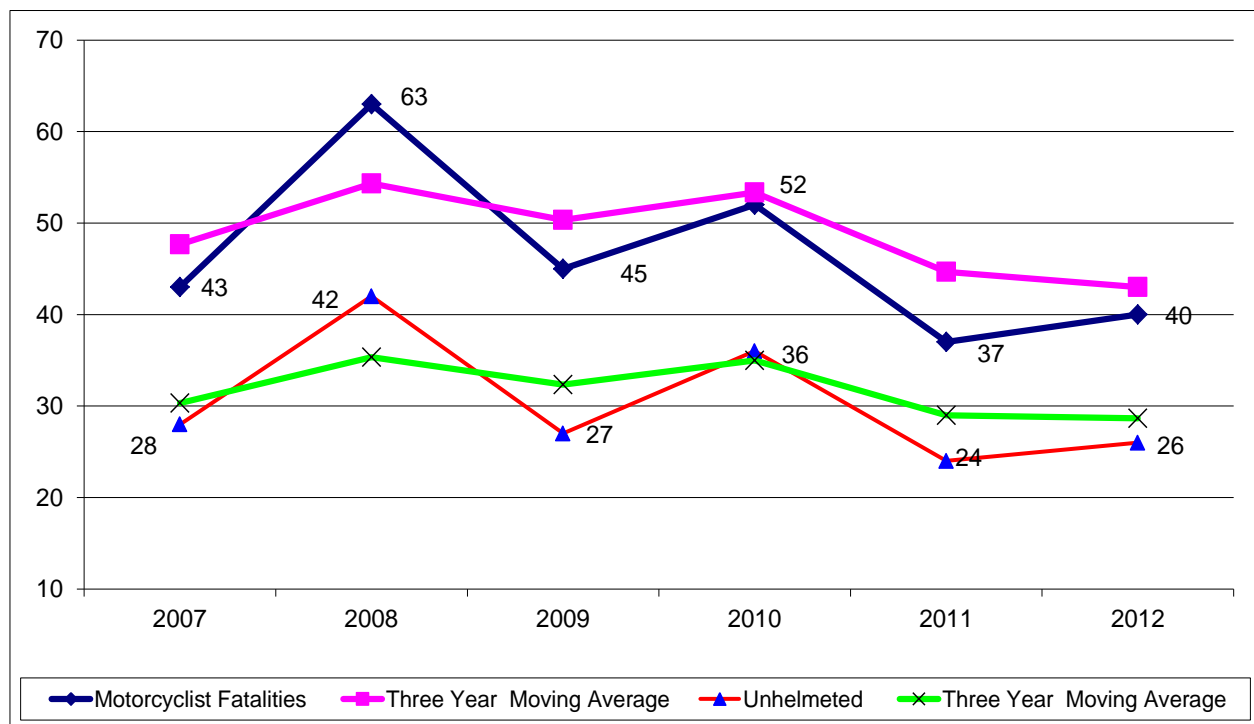
Graph 8

Graph 8 shows Connecticut's motorcyclist fatalities. Both the number of fatalities as well as unhelmeted fatalities are shown. There were 40 motorcyclist fatalities in 2012, 26 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal(s):

To decrease the number of fatalities below the three year (2008-2010) moving average of 53 in 2010 by 5 percent to a three year (2012-2014) projected moving average of 50 in 2014.

To decrease the number of un-helmeted fatalities below the three year (2008-2010) moving average of 35 in 2010 by 5 percent to a three year (2012-2014) projected moving average of 33 in 2014.



Outcome:

Both measures have fluctuated, but show a slight decrease in their three-year moving averages over the reporting period. The three-year moving average for motorcycle fatalities for 2010-2012 is 43 and the three-year moving average for unhelmeted fatalities for the same period is 29. Please note, these numbers are expected to rise when the NHTSA-FARS final file is released.

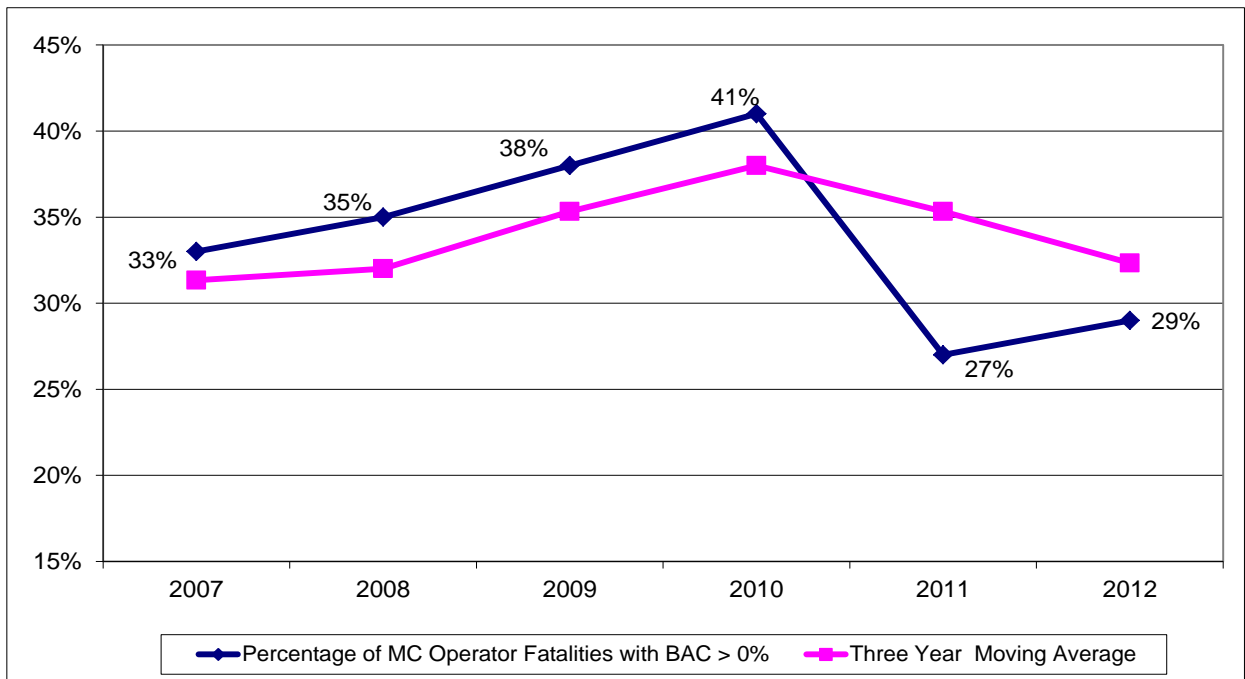
Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 9

Graph 9 shows Connecticut's motorcyclist fatalities with a Blood Alcohol Content (BAC) greater than zero; 29 percent of all fatally injured motorcyclists had a positive BAC in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal(s):

To decrease the percentage of fatally injured motorcycle operators with BACs greater than 0.00 below the three-year (2008-2010) moving average of 43 in 2010 by five percent to a three-year (2012-2014) projected moving average of 41 percent in 2014.



Outcome:

After increasing steadily for most of the reporting period, the number of motorcyclists with a positive BAC dropped to its second to lowest level during the 2007-2012 period in 2011 and rose slightly in 2012. The three-year moving average of 32 percent in 2012 has decreased since 2010. Please note, these numbers are expected to rise when the NHTSA-FARS final file is released.

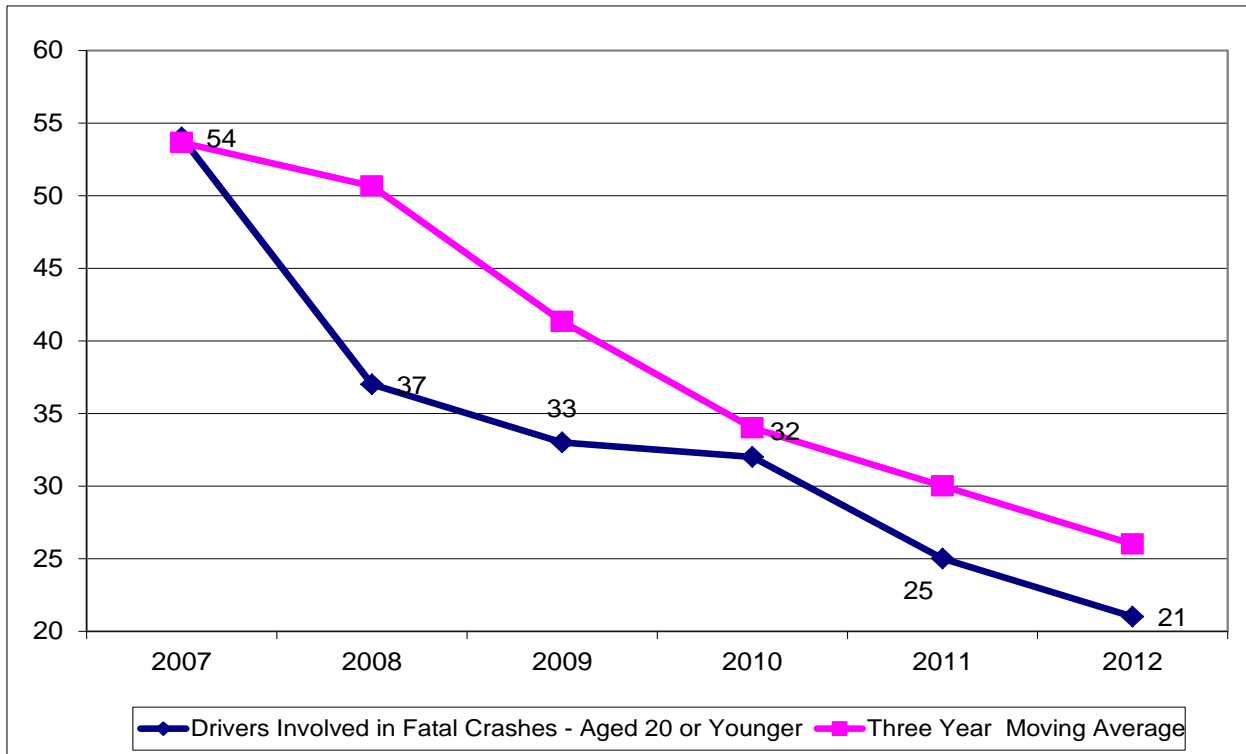
****Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.****

Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age 20 or younger for the 2007-2012 reporting period. There were 21 drivers under the age of 21 killed in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal(s):

To decrease drivers age 20 or younger involved in fatal crashes 50 percent from the three year (2010-2012) moving average of 30 in 2010 to a three year (2011-2014) moving average of 16 in 2014.



Outcome:

Both the fatality numbers and the three-year moving average show a steady decline in this measure during the 2007-2012 reporting period. Aggressive goal setting has been a priority of the Highway Safety Office and other statewide safety partners in this area.

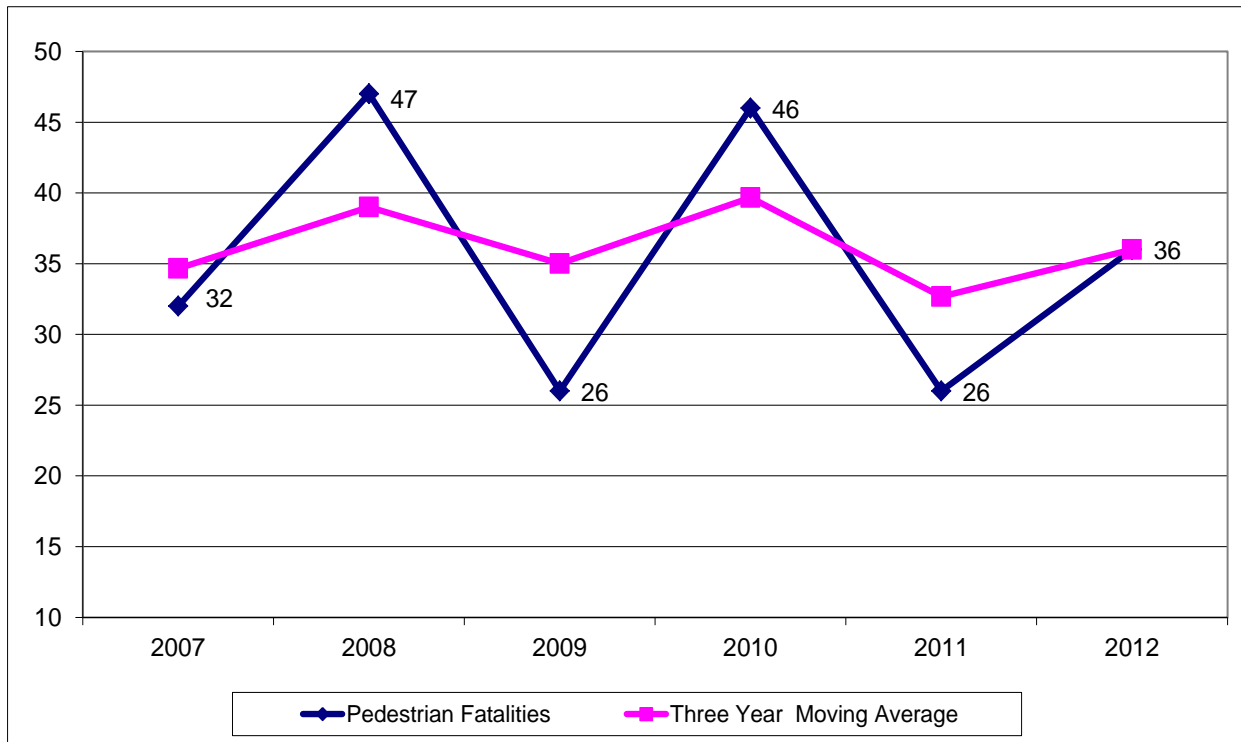
Please note that data in this Report is sourced from the preliminary 2012 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 11

Graph 11 shows Connecticut's number of pedestrian fatalities during the 2007-2012 reporting period. There were 36 pedestrian fatalities in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2013 HSP Goal(s):

To reduce the number of pedestrians killed in traffic crashes from the three year (2008-2010) moving average of 40 in 2009 by 15 percent to a three year of (2012-2014) moving average of 34 in 2014.



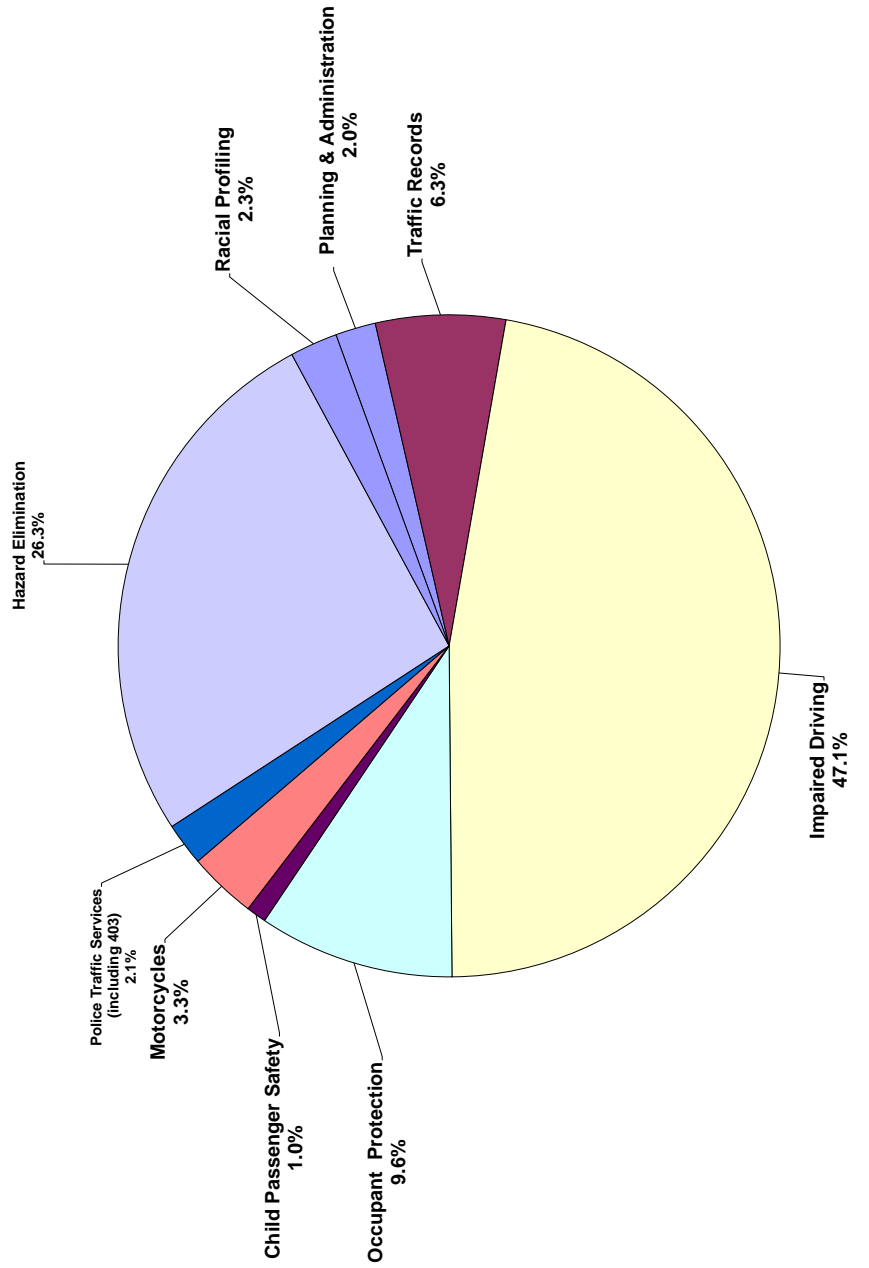
Outcome:

While the 26 pedestrians killed in 2011 represented the lowest number during 2007-2012, this number increased to 36 in 2012. The three-year moving average indicates a slight increase in the number of pedestrian fatalities over the reporting period.

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FINANCIAL SUMMARY

Financial Summary		SAFETEA-LU												Total	% of Total		
(Data as of 1/22/31/3)		402	405	408	410	154AL	154PM	154HE	1906	403	405 B	405 C	405 D	405 F	2010	Total	% of Total
Planning & Administration	\$226,091															\$226,091	2.0%
Traffic Records	\$159,906		484,299				82,773									\$726,978	6.3%
Impaired Driving	\$7,171			936,427	3,305,516	1,154,778										\$5,403,893	47.1%
Occupant Protection	\$828,540	18,794								249,113						\$1,096,447	9.6%
Child Passenger Safety	\$112,033															\$112,033	1.0%
Motorcycles	\$381,847															\$381,847	3.3%
Police Traffic Services	\$196,599								42,852							\$239,451	2.1%
Hazard Elimination					3,017,611											\$3,017,611	26.3%
Racial Profiling								266,621								\$266,621	2.3%
TOTAL																\$11,470,971	100.0%

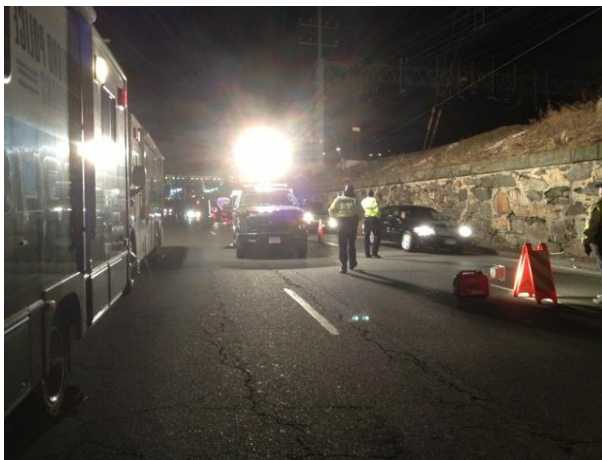


PROGRAM AREAS

Impaired Driving

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include: decreasing alcohol impaired driving fatalities (BAC $\geq .08$) from the three year (2009-2011) moving average of 103 in 2011 by 5 percent to a three year (2013-2015) moving average of 98 in 2014 and to decrease alcohol related driving serious injuries ("A") from the three year (2009-2011) moving average of 135 in 2011 by 5 percent to a three year (2012-2014) moving average of 128 in 2014, diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement and training a minimum of 125 Standardized Field Sobriety Testing (SFST) practitioners and 19 Drug Recognition Experts at the Police Officer Standards and Training Council facility and other municipal Police Department locations. The core outcome measures indicate that the alcohol-impaired driving fatalities with a BAC $\geq .08$ has increased 20 percent in 2010, however three year moving average for 2011 to 2013 is project to decreased by 17 percent.

The Impaired Driving Program emphasized enforcement efforts of reducing driving under the influence of drugs and/or alcohol (DUI). Through cost-share-programming, it was possible to substantially increase the number of officers throughout the State to engage in high-visibility DUI enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists a simple message that, **if they drive impaired, they will be caught.**



Law enforcement agencies statewide conducted DUI enforcement efforts during the Thanksgiving, Christmas, New Years, Memorial Day, July 4th and Labor Day holidays. Expanded DUI enforcement grants were also awarded to municipalities for enforcement outside of the holiday mobilization periods. These grants allowed existing regional traffic enforcement units to combine resources in regional DUI operations. This strategy emphasized a regional police presence and created an effective deterrent to impaired driving by heightening the public's perception of being apprehended. The expanded grants continued throughout the fiscal year and allowed a great deal of flexibility in deployments based on the particular needs of a community. Some examples included targeting the shoreline during seasonal timeframes, municipalities with high-profile sporting activities, and/or other possible alcohol related special events.

Training and education initiatives designed to provide a better understanding of Connecticut's DUI laws, were provided to law enforcement personnel and motor vehicle per-se hearing officers resulting in additional DUI cases being successfully prosecuted.

According to the most current statewide statistics for FFY 2011, there were 12,488 DUI arrests in the State of Connecticut. The age group of 25-29 year olds registered the most DUI arrests with a total of 1,670. Next age group was between the ages of 21-24, with a total of 1,634. The majority of the DUI arrests 5,433 occurred between the hours of 12:00am and 4:00am. The day of the week with the most

DUI arrests was Saturday, with 2,591. Sunday accounted for the second most DUI arrests, with a total of 2,181. More than 75% of the DUI arrests, 7,839 in total, were of males, while 2,462 were of females. The average age of offenders was 36. There were 2,388 alcohol related crashes in Connecticut in 2010. The median range of arrested person's Blood Alcohol Content (BAC) was between .150 and .199, with 2,281 registering between those figures. Of those who had their BAC tested, more than 75% submitted to breathalyzer testing, 7,804 in total.

According to the CT State Police, the agency reported that DUI enforcement funds were utilized during this time period for the staffing of the State Police Breath Alcohol Testing (B.A.T.) Mobile. This vehicle had 56 deployments. There were 48 deployments for enforcement purposes and 8 for educational purposes. The deployment of the B.A.T. Mobile for enforcement purposes resulted in 39 DUI arrests, 20 drug arrests, 2 wanted person arrests, 2 felony arrests and 1 recovered stolen motor vehicle. The general enforcement initiatives that were implemented during this calendar year resulted in 139 DUI arrests, 60 drug arrests, 1,046 seatbelt violations, 3,841 various motor vehicle violations, 3,588 speeding violations, and 25 felony arrests.

DOT and the State Toxicology Laboratory have collaborated on evaluation of DUI data analysis and interpretation, with the results enhancing the testimony provided in support of DUI prosecutions in the State. Further, the collaboration has focused on expanding the scope of drugs that are routinely detected and reported by the Laboratory, which also supports DUI prosecution efforts.

The Highway Safety Office continues to work with Office of Information Systems, regarding the improvement and updates on the www.drink.drive.lose.com website. Tasks include gathering statistical data and relevant articles that can be posted within the sight to enhance public education on the regulations and dangers of driving under the influence.

The State of Connecticut Drug Evaluation and Classification Program for the development of a Drug Recognition Evaluation Expert (DRE) Program in CT was approved by the International Chiefs of Police Association (IACP) in Chicago on October 21, 2011. This program specifically addresses the use of prescription drugs, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator's abilities. To date, the State HSO has funded certification for 19 Connecticut DREs.

The Connecticut Mothers Against Drunk Driving (MADD) office received funding for the "Power of Parents, It's Your Influence" program. Presentations were made throughout the state at local schools and auditoriums regarding how to talk to you teens about alcohol. MADD staff members provided an hour presentation along with handbooks, for each participant. The information presented provided communication strategies, a better understanding of alcohol and the effects on a teenager's body and brain development, and examples to help parents talk to their teen and how to react to tough questions. Through 12 Power of Parent Workshops MADD Connecticut reached 145 parents/caregivers distributing 937 Parent Handbooks (including collateral materials-bookmarks, "Conversation Starters," "Seven Tips for Connecting With Your Teen," and tri-fold brochures and the newest addition, the House Rules magnet for parents to put on their refrigerator and create both rules and consequences with their teens. This magnet was created at the MADD Connecticut office and launched nationally by MADD National. Parent workshops were conducted in the following towns: East Haven, Hamden,

Monroe, New Haven (3 workshops), Southport, Shelton, Trumbull, West Hartford, West Haven, Windsor Locks.

The use of media, including television, radio, and print, was an integral component in supporting the State's impaired driving initiatives. In addition, DOT conducted a public information campaign encouraging motorists to drive responsibly during the Thanksgiving through New Year's holiday season. The campaign included television commercials, website banners, and radio public service announcements. Media was also utilized in the areas of public service announcements and billboards to reinforce the dangers of speeding on Connecticut roadways.

The multi-media holiday campaign included a Spanish language television and radio component featuring both paid and bonus spots. This campaign utilized broadcast media to deliver a culturally-relevant message to educate those in the Latino community about driving sober and upcoming traffic safety enforcement activities. The holiday campaign that ran in both English and Spanish language media outlets from November 24, 2012, to January 1, 2013, comprising television and radio spots, billboards, and web banners that feature both state and local law enforcement officials. The Highway Safety Office partner with UConn athletics (football and basketball) to offer a sober driver seat upgrade and holiday television and radio commercials with men's basketball head coach, Kevin Ollie. The presence of impaired driving efforts on Facebook and Twitter has been increased via public outreach sponsorships and events. Also, 45 sobriety checkpoints were scheduled during this timeframe, which were conducted by the local and resident trooper town's law enforcement.



The DUI Enforcement Grant Program featured the national campaign "Drive Sober or Get Pulled Over" during the holiday crackdowns. There were 23 variable message boards that carried the slogan to reinforce the campaigns. Connecticut awarded 78 law enforcement agencies federal funds to conduct DUI overtime enforcement initiatives throughout the State including saturation patrols and DUI checkpoints. There were a total of 1367 DUI arrests, 2,613 seatbelt violations, 565 drug arrests, 7,395 speeding citations, 1,917 cell phone violations, and 12,597 other motor vehicle violations conducted during this 2012/2013 grant program.

Approximately \$5,120,000.00 was spent to accomplish these enforcement activities

Police Traffic Services

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals included reducing the percentage of speed-related fatal crashes by five percent by the end of 2012, and by an additional three percent in the year 2013. Moreover, the goal includes reducing the high level of crashes due to Connecticut's four predominant contributing factors (following too closely, failure to grant the right of way, speeding, and violation of traffic controls) from 64.7 percent to 60 percent by the end of 2013, with an emphasis on speeding.

Countermeasure programming continues to focus on increasing the number of regional traffic enforcement units (RTUs). Connecticut's law enforcement community is composed entirely of State and local agencies. A gap exists in enforcement due to a lack of county or "regional" agencies. Through mutual aid agreements, Connecticut has established a statewide network of RTUs comprised of State and local enforcement agencies within regions of the State.

RTUs achieve continuous statewide comprehensive traffic enforcement by sharing personnel and equipment within the unit. This allows agencies to regularly participate in traffic enforcement checkpoints that would ordinarily be cost prohibitive. RTUs are an integral component of Connecticut's traffic enforcement structure and have proven to be successful. The mobility and visibility of these units have successfully projected a broad police presence to the public.

The Mid State RTU, consisting of the Towns of Berlin, Cromwell, Newington, Rocky Hill and Wethersfield have re-committed to a compact this year for the purpose of conducting regional traffic enforcement and an emphasis on Sobriety checkpoints. These Towns recommitted to conduct monthly enforcement deployments in each municipality. The Mid State RTU also participates in the Comprehensive Alcohol Grant on a Town only basis.

The Connecticut Police Chiefs Association, in partnership with the Highway Safety Office, held a Law Enforcement Summit to discuss current highway safety priorities and to recognize the law enforcement community for their participation in DOT's Highway Safety Programs. Over 300 law enforcement officers attended. Nineteen law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.

The State Police conducted a Comprehensive Safety and Speed Compliance Project. State Police personnel operated unmarked cruisers and other non-conventional patrol vehicles to target enforcement areas where speeding was a contributing factor in traffic crashes. DOT also supported three national Combined Accident Reduction Effort (C.A.R.E.) holiday periods and various safety belt campaigns through this grant, which resulted in 1711 violations for speeding, 15 for Reckless Driving, 117 Distracted Driving, 165 for Occupant Protection and 467 for other violations.

The PTS section included Connecticut's Federal 1906 Funds in Fiscal Year 2013. The goals of the project included the following:

1. Analyze current racial profiling law and make recommendations to the Connecticut General Assembly to better align the statute to legislative intent and current best practices.
2. Ensure compliance with the racial profiling law in as efficient, effective, transparent and inclusive a manner possible.
3. Ensure compliance with NHTSA requirements of Section 1906 funding to include:
 - a. Fund activities to prohibit racial profiling in the enforcement of State laws regulating the use of Federal-aid highways
 - b. Collect, maintain and provide public access to traffic stop data
 - c. Evaluate the results of such data; and develop and implement programs to reduce the occurrence of racial profiling, including programs to train law enforcement officers.

A brief summary of project activities that took place from the project initiation through the end of the fiscal year included the following:

1. Completed contract work with KTI and CRCOG for the development of the web-based browser.
2. Fully executed MOU with DESPP to modify COLLECT V2 to capture racial profiling information.
3. Fully executed MOU with CJIS to build data collection system.
4. Completed technical document for vendors to collect, code and submit racial profiling information to CJIS (currently in testing phase.)
5. Conducted 6 statewide training seminars for over 600 law enforcement officers.
6. Printed and distributed 800,000 complaint notices for over 100 law enforcement agencies.
7. Finalized a model policy to prohibit racial profiling.
8. Project Staff developed an outline for a system to benchmark the driving population by modifying census data.

Points of Interest

1. The project staff will be exploring with the advisory board a recommendation to the General Assembly that race and ethnicity be added to traffic crash reports. This could be used as a more accurate way to benchmark driving populations, especially on limited access highways.
2. The project staff will also be discussing legislative proposals to include race and ethnicity information.

During 2012, approximately \$351,743.51 was spent to accomplish PTS activities.

During 2012, approximately \$266,621 was spent to accomplish activities associated with Federal 1906 Funds.

Occupant Protection

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the National average. The latest information available through National Occupant Protection Use Survey (NOPUS) indicates an 86 percent National safety belt use rate. Generally over the past several years the Connecticut Safety Belt Usage Rate has gradually increased. The increase in safe belt usage can be attributed to both the increase in fines for not wearing your seat belt from \$35 to \$92, and the increase awareness through our media campaigns. 2013 saw a slight decline in our use rate (86.6 from 86.8). There have not been any huge departures up or down in the last five years of the number of reported fatalities of restrained occupants with the exception of 2009 which was much higher than 2008 and 2010. The three year moving average was relatively constant.

Efforts undertaken were designed to increase awareness and adherence to Connecticut's occupant protection laws with a priority given to enforcement and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, sports venues and local civic organizations. Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public information and education activities were conducted by the Highway Safety Office Staff and by State and local law enforcement personnel. Information was disseminated through one-on-one contact, media announcements and a variety of support materials. Concentrated safety belt mobilization efforts included the November 2012 and May 2013 National "Click it or Ticket" Mobilizations, "Buckle Up America Week" and "Child Passenger Safety Awareness Week." These initiatives are nationwide efforts to increase awareness of the need for proper use of safety belts and child safety seats. Both, the Highway Safety staff members and representatives from the Connecticut State Police conducted public outreach at safety and health fairs along with a variety of sporting venue and other special event venues. Law enforcement officials offered Seat Belt Convincer and Rollover Simulator public demonstration programs. These demonstrations provide the opportunity for individuals to experience a low-speed impact and "convince" the rider that they need to wear a safety belt when riding in a vehicle. The Rollover simulator also demonstrates the need for safety belt use by providing a visual experience of what happens when a vehicle is involved in a rollover crash. The State Police conducted Safety Belt Convincer demonstrations at 91 events and Rollover Simulator demonstrations at 56 events. There were 2,039 people who were permitted to ride the Convincer and an estimated 35,730 people viewed the Rollover demonstrations.

Additionally, the Connecticut Police Chiefs Associations' (CPCA) rollover simulator went out 6 times to 6 different police departments. 200 demonstrations were completed this fiscal year. Approximately 4,950 people viewed these demonstrations and their Seatbelt Convincer went out 13 times (four of those being at the CT Police Academy for training) the others were at 9 different police Departments. 295 people rode the convincer. Approximately 4,094 people observed these demonstrations.

DOT continued to conduct the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts commencing on December 3, 2012 and May 20, 2013. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The December 2012 WAVE was conducted with 147 agencies participating. An average post-WAVE safety belt usage rate of 90.4 percent was achieved. Enforcement activity included a total of 6,263 safety belt citations, 1,035 speeding citations, 58 child safety seat citations, 162 DUI arrests, and 4,858 citations for miscellaneous violations. The May 2012 WAVE was conducted with 112 agencies

participating. An average post-WAVE safety belt usage rate of 91.2% percent was achieved. Enforcement activity included a total of 7,982 safety belt citations, 1,932 speeding citations, 58 child safety seat citations, 168 DUI arrests, and 5,414 citations for miscellaneous (other) violations.

The spring 2013 statewide scientific survey revealed an 86.6 percent safety belt usage rate with 112 agencies participating. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. After the spring WAVE period, the full statewide survey was conducted; this survey established the statewide rate for the year. The pre and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys monitor performance and activity relating to safety restraint usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate. The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news coverage during the WAVE periods.

Law enforcement departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. There were two multi-media campaigns that included print media, radio and television spots that served to complement enforcement efforts. The Winter Holiday 2012 Campaign focused on impaired driving and was a comprehensive effort overall. The Campaign featured three, thirty-second commercials airing Statewide across six broadcast television stations and twenty-five cable systems over the six week period. Campaign results indicated a 98 percent reach of the target population. The May 2013 Campaign featured three new thirty-second commercials aired statewide across six broadcast television stations and 23 cable systems throughout the State for the full two and one-half weeks campaign. Campaign results indicated a 98 percent campaign reach of the target population.

The multi-media campaign included a Spanish language television and radio component featuring both paid and bonus spots. This campaign utilized broadcast media to deliver a culturally-relevant message to educate those in the Latino community about the importance of using seat belts and upcoming traffic safety enforcement activities.

DOT and its many partners supported efforts that complemented mobilization/enforcement campaigns and helped increase safety belt and child safety seat use. Thousands of pieces of educational materials on occupant protection were disseminated to the public at sporting venues, safety and health fairs. The Highway Safety staff interacted with the public at 67 public outreach venues.

The Traffic Services Unit of the Connecticut State Police ran their Seat Belt Convincer/Rollover Simulator Project throughout the year at various public venues including but not limited to health and safety fairs, awareness days, career days and injury prevention presentations. The Convincer and Rollover demonstrators provide dramatic education to observers as to what happens when someone rides unrestrained. Observers were give educational items like pencils, pens, wrist bands, water bottles, erasers, and texting rings all with specific traffic safety messages.

The Highway Safety Office partnered with the Bridgeport Sound Tigers Hockey Team to promote Highway Traffic Safety initiatives. This included the National Campaigns of “Click It or Ticket” (CIOT) and “Drive Sober or Get Pulled Over”, underage drinking prevention, distracted driving prevention and child passenger safety. The “Click It or Ticket” message was displayed on the outdoor marquee which is visible from the highway for all motorists to see. The previously used National Campaign tag line of Drive Sober or Get Pulled Over logo was affixed to the player’s jerseys for the entire season. There were In-Ice Logos, the Storm Van Wrap, Video Board, Public Address Announcements, a magnetic calendar schedule and unlimited tabling opportunities to interact with guests attending the events including the COOL Fun 101 Kids Festival, a special promotion day that was attended by thousands of children.

DOT partnered with the Connecticut Whale to promote the following Highway Traffic Safety initiatives: educational information and promotions of “Click It or Ticket”, underage drinking prevention, drinking and driving prevention, distracted driving prevention and child passenger safety. This provided the Highway Safety staff tremendous opportunity to interact with guests attending the events. The partnership also included in-ice logos with impaired driving messaging, a magnetic schedule featuring Sunday games as ‘Click it or Ticket Family Value Days’, safety advertising on the team’s website, and promotional contests during the intermissions of the game that promoted safe driving messages.

DOT partnered with the Bridgeport Bluefish to promote seat belt safety, safe teen driving, and to discuss the dangers of drinking and driving. Staff attended several tabling opportunities to interact with guests attending Bluefish games. There were both an impaired driving and a distracted driving billboard displayed on the field for the entire season as well as commercials for these safety messages that appeared each game on their LED scoreboard. The Bluefish also promoted these messages via social media outlets to their fans to encourage them to wear their seatbelt, drive sober, and not drive distracted.

The Connecticut Tigers baseball team partnered with the Highway Safety Office to promote Highway Traffic Safety messages through parking lot banners, an outfield billboard and distribution of DUI awareness promotional drinking cups. A CIOT Pitch/Speed Temperature Sign, outfield billboard, seating vouchers and tabling nights were provided at no-cost added value. New this season as also the sponsoring of the ‘Buckle Up Play Ball Kid’, where a young fan would throw out the first pitch of the game while wearing a promotional seatbelt t-shirt and encourage all fans to buckle up. The Tigers continued to display the ‘Speeding Takes You Out of the Game’ billboard featuring a popular local policeman in their outfield for the entire season.

The Waterford Speedbowl, Stafford Motor Speedway, Thompson Motor Speedway and Lime Rock Park continued to partner with the Department of Transportation to address safety belt safety and impaired driving prevention at several family night race car events throughout the season. On several designated evenings at each facility, the first 100 drivers who were observed wearing their safety belt upon entering the parking lots were given a “friendly ticket” that could be redeemed for a “Drive Sober or Get Pulled Over” tee shirt. This message was also visible via large signage at each venue that could be seen from each seat at the racetracks.

The Highway Safety Office partnered with IMG Marketing/UConn Athletics at Rentschler Field to have safe driving messaging throughout the 40,000 seat stadium. There were both ‘Drive Sober’ and ‘Click it

or Ticket' signs both in the stadium and on the concourse level, as well as by the exits. There was a 'Drive Sober' sponsored item distributed to the students to serve as a reminder to take home to not drink and drive. A public address announcement was played at each game which included players on the team encouraging all in attendance to drive sober and without distraction, and also to buckle up each time they are in a car. The Highway Safety Office also partnered with IMG/UConn at Gampel Pavillion for both men's and women's basketball. This partnership included a holiday commercial with the men's basketball coach, Kevin Ollie, urging all fans to safe while driving during the holidays. There were also seat upgrades at both venues for drivers who were buckled up, driving sober and pledged to drive safely.

The New Britain Rock Cats baseball team partnered with DOT to promote the "Click It or Ticket" message as part of the statewide campaign. A "Click It or Ticket" billboard was displayed for the entire season along with a custom video board segment. To support the campaign there was a rewards ticket program, a premium promotional item give-away night, a nightly "Click it or Ticket" video board announcement, and numerous tabling opportunities. Latino Beisbol Fiesta, a bi-lingual game day program, promoted buckling up by use of the video board and stadium signage.

The Highway Safety Office also partnered with Live Nations at their Comcast Theater and Oakdale Theater sites to promote highway traffic safety outreach program initiatives. The Highway Safety staff members promoted "Click it or Ticket" and "Drive Sober or Get Pulled Over", underage drinking prevention, distracted driving prevention and child passenger safety prior to various stage productions at these venues. These two locations regularly bring thousands of concertgoers of all ages to their shows throughout the year and provide an excellent opportunity to reach citizens with safe driving messages.

During 2013, a total of \$1,096,447.00 was spent to accomplish these activities.

A total of \$1,189,032.00 was spent to accomplish these activities including all paid media covered in this section.

Child Passenger Safety

The general goal of Connecticut's Child Passenger Safety (CPS) Program is to reduce the percentage of injuries to children as the result of traffic crashes. During Fiscal Year 2013, DOT, along with partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations are a priority of the Child Passenger Safety Program. DOT continues to provide educational materials to support their activities.

In 2013, there were 5 child passenger safety technician-training sessions at various locations statewide. The training sessions resulted in 59 additional certified technicians. One update renewal class was held with 6 attendees. Connecticut has 25 instructors and 71 fitting stations. These instructors and technicians disseminate the most current information relating to design, hardware, installation and curriculum.

A total of 198 technicians were eligible to re-certify and 121 did re-certify, bringing Connecticut to a 61.1 percent recertification rate as compared to the 58 percent national average.



Many community outreach activities organized by the Hartford Fire Department, Waterbury Police Department and Safe Kids were attended to inform caregivers of the importance of proper child restraint.

DOT disseminates a variety of public education materials, specific to child passenger safety to a variety of agencies, health and safety fairs and other public outreach venues. Thousands of brochures in English were distributed in response to requests from the public. The brochures include NHTSA materials: Car Seat Recommendations for Children, Connecticut's Booster Seat Law, Booster Seat are for Big Kids, Kids in Cars, Child Safety in and Around Vehicles and Guide to Car Seat Installation. LATCH books were also purchased for the 70 fitting stations around the state.

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department, serves the Waterbury and Litchfield County region of the State. WATSP addresses multiple traffic safety issues. This program reached over 1,600 parents, children and caregivers through educational presentations on occupant protection which including car seat safety. These presentations were held for groups as small as 8 to as large as 300. The participants were given outreach materials at the end of the two hour presentations. In addition, Buckle Bear was used at Head Start programs and day cares centers to reach over 480 children with a buckle up message.



During the grant period the DMV sent out 795 letters requesting drivers to attend the Child Passenger Safety Class, 558 drivers attended the classes.

The WATSP program, through its networking with schools, libraries, health centers, police departments, hospitals, half way houses, grocery stores and agencies such as the Elks and Safe Kids, has distributed over 12,000 pieces of material promoting occupant protection and child passenger safety.

The Highway Safety Office partnered with Connecticut Children's Medical Center to run a Technician Resources Grant program. Overall, 36 organizations applied for grants. Of those who applied, 34 were approved. The 34 organizations requested and were granted the following 758 pieces of equipment:

- 424 Child Safety Seats
 - 140 Combination Car Seats
-
- 88 Booster Seats
 - 61 Training Dolls including –
 - 27 Infant Dolls
 - 22 Toddler Dolls
 - 12 Booster Aged Dolls
 - Event Materials including –
 - 173 Locking Clips
 - 44 Boxes of Noodles (20-24 per box)
 - 6 Clipboards
 - 34 Signs
 - 14 Grippers
 - 2 Rolls Duct Tape

The Highway Safety Office also completed the following tasks related to the Child Passenger Safety program:

- Attended the Hispanic Festival in Losada Park, Hartford, Grandparents Day in Bushnell Park in Hartford where hundreds of educational materials was handed out to attendees.
- Attended two car seat clinics during CPS week The Early Learning Center in New Haven and Kennedy High School in Waterbury.
- Attended Boys and Girls Club Safety event.
- Safety Event at Wilson Elementary School, Windsor, CT.
- Attended the International Walk to School event at Duggan Elementary School in Waterbury.

During 2013, a total of \$112,033.00 was spent to accomplish these activities.

Motorcycle Safety

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals set during the previous planning period included:

- To decrease the number of unhelmeted fatalities below the three year (2008-2010) moving average of 35 in 2010 by 5 percent to a three year (2012-2014) projected moving average of 33 in 2014.
- To decrease the number of fatalities below the three year (2008-2010) moving average of 53 in 2010 by 5 percent to a three year (2012-2014) projected moving average of 50 in 2014.
- To decrease the percentage of fatally injured motorcycle operators with BAC's greater than 0.00 below the three year (2008-2010) moving average of 43 in 2010 by 5 percent to a three year (2012-2014) projected moving average of 41 percent in 2014.

The latest available data from 2012 indicates that the three year moving average of unhelmeted fatalities is 29 (Graph 8). During the same time period, the three year moving average for fatalities was 43 (Graph 8). Un-helmeted fatalities over the last three years have shown a small decline while overall motorcycle fatalities have remained largely the same in relation to total fatalities of 17 percent (40 out of 236).



This data also indicates that in 2012, 29 percent of the fatalities tested had a BAC greater than 0.00. This indicates a slight increase over 2011 (26 percent). The three year moving average for this group is 31 percent (Graph 9).

During Fiscal Year 2013, DOT's Connecticut Rider Education Program (CONREP) continued motorcycle rider safety training at 15 site locations throughout the State. Each location offered the Basic Rider Course (beginner), Intermediate Rider Course, and Experienced Rider Course. In 2013 CONREP continued a pilot program offering an additional course targeting advanced and sport bike riders, who are over represented in State crash data.

To assure quality control, CONREP Instructors monitored the program under the supervision of three chief instructors. In order to accommodate additional student demand, CONREP trained and certified thirteen new instructors. Preliminary data for 2013 indicates 5,622 students were enrolled in 561 Connecticut Rider Education Program courses. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

CONREP Instructors attended an annual curriculum update in February to address issues found during the years' quality assurance visits. New Motorcycle Safety Foundation Curriculum, classroom techniques and an open question and answer session were covered. 160 CONREP Instructors attended the update which was held at Central Connecticut State University in New Britain, Connecticut.

In January 2011, newly enacted state law required motorcycle operator safety training for all new license applicants. CONREP saw a slight dip in Basic Rider Course participation in 2013 training 5,404 students, or 97% of total students trained. The remaining 3% were IRC, ERC and ARC students.

Providing public information and education materials that promote safety is an important component of the motorcycle safety program. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, alcohol and/or drug impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events. Preliminary estimates indicate that over 10,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period.

CONREP previously used NHTSA funding to purchase two Safe Motorcyclist Awareness and Recognition Trainers (SMARTrainer). The SMARTrainer is an advanced, interactive instructional tool with standard motorcycle controls and realistic traffic situations. The SMARTrainer leads a rider through a computer simulated ride designed to develop and apply risk-management and crash avoidance strategies.



Instructors received training on SMARTrainer procedures and instructional applications. This team conducted successful presentations at numerous grassroots events throughout the State. Approximately 30 events took place over the course of the year, where over 1200 people participated in the SMARTrainer exercises.

A successful statewide campaign, "Open the Throttle. Not the Bottle," continued to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired, with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign web site (www.ride4ever.org) contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed 25,000+ visits over the course of the year, with the bulk of them coming in the spring and summer. Partners in this Program include the American Motorcyclists Association, and the Connecticut Motorcycle Riders Association. The campaign

continued throughout the year with public service announcements and campaign message events at motorcycle gatherings.

CONREP received first year 405(f) motorcycle safety funding from NHTSA. These funds were programmed to support the expansion of motorcycle rider training courses during 2013. This includes the addition of new motorcycles and other training equipment necessary to allow the program to offer more safety classes for novice riders. Additional funding will also be reserved to support our efforts to reduce rider impairment fatalities.

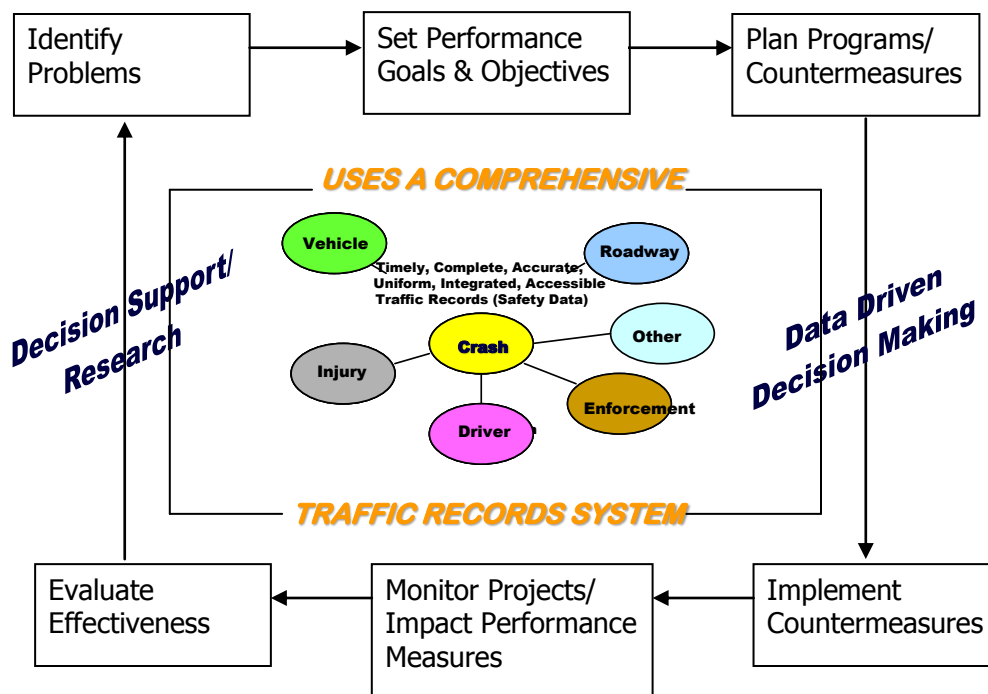
During 2013, approximately \$376,000 of federal funds Sections 402 and a combined \$1,259,635 from both Connecticut's Motorcycle Safety fund and CONREP course fees were spent to accomplish these activities.

Traffic Records

A complete and comprehensive traffic records system is critical for the development of policies and programs to maintain the safety and the operation of the State's roadway transportation network.

Data collected at the local level serves as the foundation for a state traffic records system. A car is registered; a driver license is issued; traffic volume is recorded; a car crashes; or an officer issues a traffic citation; are all examples of safety related data being generated as part of an administrative function that also serves a safety purpose. This dual administrative and safety function of highway safety data makes a traffic records system unique. Although the data are collected by different agencies for different administrative purposes, they are all related to highway safety. Thus, the traffic records system has the capability to serve as an information resource for highway safety professionals to identify traffic safety problems, select countermeasures, manage those countermeasure programs, and evaluate the performance of these programs.

Management Approach to Trans Safety



A state must work to ensure that complete, accurate, timely, uniform, integrated and accessible traffic records data are collected, analyzed and made available for decision-making at all levels of government. Analyzing reliable traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

Connecticut's traffic records coordinating committee (TRCC) has worked hard to ensure cooperation with the State's political subdivisions establishing and implementing a complete and comprehensive

traffic records program. Acknowledging significant gains in the State's traffic records system, many opportunities remain for improving core data systems. Responding to increased emphasis by the National Highway Traffic Safety Administration (NHTSA), the TRCC places a high priority on integrating planned performance measures with any new proposed system improvements.

Connecticut's traffic records coordinating committee (TRCC) has worked hard with the support of the Department of Transportation (ConnDOT) Highway Safety Office to ensure cooperation with the State's political subdivisions establishing and implementing a complete and comprehensive traffic records program. Perhaps the largest area of collaboration has been with the Crash Records Section of the Office of Policy and Planning, ConnDOT; following its offer of assistance by the Federal Highway Administration (FHWA) in October 2011 to conduct a Crash Data Improvement Plan (CDIP) assessment. While early emphasis of CDIP has focused on the backlog of crash report processing by ConnDOT; continuing CDIP efforts have added to or built onto many of the initiatives previously initiated by the TRCC, including:

- Effort to examine the data elements captured by the PR-1 and whether they still met user needs,
- Recommendation by PR-1 working group to adopt national guideline data elements; focusing on electronic rather than paper crash reporting,
- Creation of a State Crash Data Repository at the University of Connecticut, providing users with online query capabilities, and
- Creation of an electronic citation processing system for the State.

Acknowledging significant gains in the State's traffic records system, many opportunities remain for improving core data systems. Responding to increased emphasis by the National Highway Traffic Safety Administration (NHTSA), the FHWA, and the Federal Motor Carrier Safety Administration (FMCSA), the TRCC places a high priority on integrating planned performance measures with any new proposed system improvements.

The TRCC maintained an active schedule in 2013, meeting monthly as a technical advisory committee and interacting with working groups on the new Electronic Crash initiative, Electronic Citation, update of the Connecticut Integrated Vehicle and Licensing System (CIVLS), and related TSRC/CDR efforts.

TRCC representatives from the Judicial Branch, Highway Safety Office, Capitol Region Council of Governments, New Britain PD, and ConnDOT's Crash Analysis Unit participated in the 39th Annual National Traffic Records Forum, conducting a session on the State's E-Citation system, Cloud Computing, and E-Crash, emphasizing the National Minimum Model Uniform Crash Criteria or "MMUCC" Guideline, to be incorporated into Connecticut's system. Electronic Crash is being developed in concert with the TSRC/CDR, which provides users with timely access to data queries, report summaries, and analytic tools. The TRCC has continued its efforts to focus on the development of electronic field data capture for all traffic safety events, including the back-end systems to receive and process this data.

The TRCC website contains the 2013 Traffic Records Strategic Plan, initial planning for the 2014 Strategic Plan, a link to the new Electronic Crash Data Improvement Program (CDIP) initiative, 2012

Traffic Records Assessment, and content from the most recent meeting of the TRCC. The website is located at <http://www.ct.gov/dot/cwp/view.asp?a=2094&q=435916>.

Achieving maximum results in highway traffic safety by reducing motor vehicle crashes, deaths and injuries through highway safety improvements, requires 1) a comprehensive traffic records system, 2) a long-range traffic records strategic plan; and 3) a dedicated TRCC, supported by the State Highway Safety Office.

During 2013, a total of \$726,978.00 was spent to accomplish these activities.

PAID MEDIA REPORT

**CONNECTICUT DEPARTMENT OF TRANSPORTATION
HOLIDAY SAFE DRIVING CAMPAIGN WINTER 2012**

The campaign included a broad media mix to deliver the message to all Connecticut's drivers. A specific focus on males 18-34 was considered when selecting specific media vehicles. The specific media vehicles used, consisted of the following:

- Television
- Radio
- Digital Outdoor Billboards
- Online Website Banners
- Facebook Banners
- In-Arena video board spots at UConn basketball games
- In-Arena public address announcements at UConn basketball games

As this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

Schedule Timing

The campaign aired from November 19 through January 1 – a period of six weeks. Advertising messages were constantly visible throughout that period.

Television

Three different 30-second commercials aired statewide across six broadcast television stations and 25 cable systems throughout the state for the full six week campaign. The commercials that aired included the following:

- "Mistletoe" – 25%
- "Snowball" – 25%
- "Lights" – 50%

Each commercial was rotated to air based on the percentage noted above.

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials were aired in the same dayparts as the paid commercials; if we purchased a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials included the following:

WVIT (NBC)
WTNH (ABC)
WTIC (FOX)
WFSB (CBS)
WCTX
WCCT
Connecticut Cable Interconnect
Comcast Danbury
Fairfield County Cablevision

Cable Television

Connecticut Cable Interconnect (22 systems statewide, less Fairfield County)

TNT	FOOD
USA	AMC
TBS	TVL
CMDY	MNBC
TOON	SYFY
ESPN	LIFE
NICK	YES
HIST	TLC
AEN	BET
FAM	TRU
FX	CNN
HGTV	APL
BRVO	FXNC
MTV	VH1
DISC	ESPN2
NESN	VS
ENT	TRAV
SPK	TWC
BOUNCE	

Cablevision (Fairfield County cable systems)

BET	SNY
BIO	SPD
DIY	SPK
ESPN	SYFY
ESPN2	TOON
FX	TRU
MSG	TWC
NEWS 12	VH1
NFLN	

Comcast Danbury

CNN	SPK
ESPN2	SYFY
ESPN	TBS
FX	TOON
FXNC	TWC
HGTV	VH1
MSG	YES
SNY	
SPD	

Television Schedule Recap

A total of 3,868 paid commercials aired over the schedule.

Additional 3,868 bonus commercials aired at no charge (this includes no charge bonus spots, PSA's and vignettes)

A total of 98,653,000 Men18-34 gross impressions were realized over the course of the schedule.

The statewide delivery of the campaign was as follows:

Men 18-34 GRPs	4,672
Men 18-34 Reach	95%
Men 18-34 Frequency	49x

Radio

One 30-second commercial ran on 20 different radio stations across the state for the full Six week campaign.

- "CT DOT Holidays 2012"

The stations (and their formats) that aired the commercials included the following:

Danbury Market

WDAQ---FM	Hot Adult Contemporary
WDBY---FM	Contemporary Hit Radio (Top 40)
WRKI---FM	Rock

Hartford Market

WCCC---FM	Active Rock	WPOP---AM	Sports
WKSS---FM	Contemporary Hit	WUCS---FM	Sports
Radio (Top 40)		WTIC---FM	Pop Hits
WMRQ---FM	Alternative Rock	WWYZ---FM	Country
WZMX---FM	Urban		

New Haven Market

WKCI---FM	Contemporary Hit Radio (Top 40)
WYBC---FM	Urban
WPLR---FM	Rock

Bridgeport Market

WEZN---FM	Adult Contemporary
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New London Market

WQGN---FM	Contemporary Hit Radio (Top 40)
WWRX---FM	Urban
WCTY---FM	Country
WMOS---FM	Classic Rock

Stamford/Norwalk Market

WFOX---FM	Classic Rock
WTIC---AM	UConn basketball radio network

A schedule of paid commercials and no---charge bonus commercials was negotiated and aired.

Radio Schedule Recap

A total of 2,212 paid commercials aired over the schedule.

Additional 2,212 bonus commercials aired at no charge. A total of 50,348,000 gross impressions against Men18-34 were realized over the course of the schedule.

Billboards

A statewide Billboard schedule was purchased from November 26 through January 1. It included 11 digital boards statewide. A total of 115,650,000 gross impressions were realized over the course of the schedule.

Paid

- (11) Digital Bulletins (14 x 48) ran from November 26 through January 1 with one CT DOT Holiday Safe Driving ad message every 8 seconds.

Bonus

- (11) Digital Bulletins (14 x 48) ran from November 26 through January 1 with one additional bonus message every 8 seconds.

Online Website Banners

An online website banner schedule was purchased from December 1 through January 1. It included local websites such as Comcast.net, Courant.com, WFSB.com and WTNH.com as well as a list of national websites bought locally. The national websites were chosen based on “Men’s Lifestyle” attributes and included:

www.247sports.com

www.about.com

www.actiontrip.com

www.aintitcoolnews.com

www.allvoices.com

www.aol.com

www.automobilemag.com

www.automotive.com

www.autotrader.com

www.bigdownload.com

www.bleacherreport.com

www.blogs.com

www.bloomberg.com

www.bnet.com

www.boxofficemojo.com

www.break.com

www.businessinsider.com

www.cardomain.com

www.carsdirect.com

www.cbs.com

www.cbsnews.com

www.cbssports.com

www.cheatcc.com

www.cheathappens.com

www.chow.com

www.cnet.com

www.collegehumor.com

www.comingsoon.net

www.concreteloop.com

www.craveonline.com

www.dailykos.com

www.dailymotion.com

www.deviantart.com

www.dictionary.com

www.drinksmixer.com

www.ebaumsworld.com

www.egotastic.com

www.engadget.com

www.examiner.com

www.fanpop.com

www.fark.com

www.fighthype.com

www.flickr.com

www.flixster.com

www.funnordie.com

www.gamefaqs.com

www.gamerevolution.com

www.gamershell.com

www.gameshark.com

www.gamespot.com

www.gamespy.com

www.gamesradar.com

www.gamezone.com

www.goal.com

www.hiphopdx.com

www.hoopsvibe.com

www.howstuffworks.com

www.hubpages.com

www.i---am---bored.com

www.infoplease.com
www.insidehoops.com
www.investopedia.com
www.joblo.com
www.justin.tv
www.latimes.com
www.livejournal.com
www.mautofied.com
www.maxpreps.com
www.mensfitness.com
www.mentalfloss.com
www.metacritic.com
www.mmamania.com
www.mocospace.com
www.moneywatch.com
www.motortopia.com
www.motortrend.com
www.movies.com
www.movieweb.com
www.mysimon.com
www.newsday.com
www.newser.com
www.operationsports.com
www.outdoorchannel.com
www.photobucket.com
www.playlist.com
www.prosportsdaily.com

www.realgm.com
www.rivals.com
www.rollingstone.com
www.rottentomatoes.com
www.sbnation.com
www.sidereel.com
www.sportspickle.com
www.superherohype.com
www.techrepublic.com
www.theautochannel.com
www.time.com
www.tomshardware.com
www.topix.com
www.totalfilm.com
www.trucktrend.com
www.tv.com
www.ultimate---guitar.com
www.urbanbaby.com
www.usatoday.com
www.usnews.com
www.wonderhowto.com
www.wrestlezone.com
www.wrestlinginc.com
www.wrestlingnewsworld.com
www.xanga.com
www.xbox360cheats.com
www.zdnet.com

Online Website Banner Recap

A total of 14,350,000 impressions were delivered across the entire campaign.

Social Media

- Established Twitter presences, @CTHighwaySafety
- Managed, tweeted and developed content for twitter feed (throughout campaign)

Facebook Web Banner Campaign

Facebook banner advertising was purchased to target Men ages 18-34 in CT only. A total of 9,700,000 impressions were delivered via Facebook throughout the campaign length.

Overall Campaign Delivery

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums -- Men 18-34:	98% Campaign
frequency – combining all mediums -- Men 18-34:	201.1x

This means that approximately 98% of all men aged 18---34 in the state of Connecticut were exposed to the campaign message at least once. Of those Men 18---34 exposed to the campaign message, on average they were exposed to the message 5 times per day.

**CONNECTICUT DEPARTMENT OF TRANSPORTATION
SPANISH LANGUAGE HOLIDAY SAFE DRIVING
CAMPAIGN WINTER
2012**

Campaign Summary

OVERVIEW

The Connecticut Department of Transportation confirmed Bauza & Associates on November 14th as the assigned agency to manage the Hispanic campaign for the Holiday Safety campaign 2012. The campaign included media placement on Radio, TV and Billboards that ran from November 20th and ended December 31st 2012.

Detailed in this document is the summary report and evaluation of the campaign. This report includes the air checks by media. The campaign plan and purchase order called for exposures to deliver 914 units between all media. Our post analysis show results of 991 units- an 8% additional exposure than planned. The 6 weeks effort yielded positive results and maximized the assigned budget based ROI. In addition to media planning, negotiating, placement and reconciliation, the project included Bauza & Associates to assess and recommend on available materials for the campaign nationally on <http://www.trafficsafetymarketing.gov/>. The agency communicated that no Spanish materials were available for the effort: "Buzz Driving is Drunk Driving". The national campaign included 3 messages- "Click it or Ticket", "Buzz Driving is Drunk Driving" and "Drive Sober or Get Pulled Over". The agency recommended that the rotation for the Hispanic market in CT be:

- "Click it or Ticket" from November 20th until December 11th
- "Drive Sober or Get Pulled Over" from December 12th – December 31st

The department approved the rotation and the placement started.

Part of the scope of service the agency included the production of a local 30 second radio spot to run for the Drive Sober or Get Pulled Over campaign. We have communicated to the Department of Transportation that some of the materials available do not connect with the local Hispanic in CT because the majority are from the Caribbean. Bauza & Associates provided various scripts and submitted for approval. The script for "Fiesta 30 second spot" was approved and produced. It ran as schedule.

The campaign comprehensively utilized a media mix of Spanish-language radio broadcast media, tactical Spanish TV placement and billboards on high traffic Hispanic areas across the state to deliver a culturally-relevant message that reminds the Latino community about the importance of using the seat belts and the enforcement of the law for the community's safety against drunk driving. In our efforts to gauge the impact of the campaign, Bauza & Associates obtained through negotiations with the media 991 units and negotiated rates airing packages which added more exposure of the campaign.

Media Plan & Deliveries

Media Mix

Net total media buying budget: \$24,874.08

- TV 29%
- Radio 49%
- Billboard 22%

Radio

Radio media reports 49% of Share of Investment (SOI). Bauza & Associates selected the best 5 Hispanic radio stations in the state to reach the target during high driving times and heavy up on holiday weekend. The plan leverages radio as a frequency builder and reaches the target audience through segmentation by selection of the best Hispanic stations in Connecticut that cover all areas in the state with the commuting and dynamic target. The average Hispanic consumes more radio per hour than the general market and they tend to reach specific segments of the demographic. Regular spots on main Hispanic stations and a tactical special weekly buy in 2 special on weekly Hispanic shows. Safety tips rotation pre-recorded by station talent was obtained as part of the negotiation.

The actual buy reports the finalized negotiation with additional presence through added value and PSA – on air Safety tips. Bauza & Associates was able to obtain a 2% additional exposure as a result of additional negotiation.

Bomba 97.1 FM

Bomba 97.1FM is the only Hispanic FM Station in the State. Music format includes Reggaeton, Salsa, Merengue, Bachata and contemporary ballads targeting the younger side of the audience.

PLANNED

Bauza & Associates media plan called for placing a total of 102 paid spots on air and a 100% 30ss spots subject to availability. As part of the buy 60-15ss Vignettes were to be recorded with the station talent and aired as part 6 weeks campaign.

264-30 second commercial spots, equally distributed in between morning and afternoon programming (6am –7pm) for the 6 weeks of the campaign with budget of \$4,000.

DELIVERED

The actual buy reflects 101 units paid and 148 units as added value. Due to an error on the station one paid unit didn't run. As added value a total of 148 units: 75% ran as Safety tips and 25% ran 30ss ran throughout the 6 weeks period. 15 bonus units couldn't due to availability on the Holiday period. The investment on the station was \$3,827.06, reflecting a -\$167.94

EVALUATION AND NOTES

This station is the only FM Hispanic station in the Greater Hartford area. Spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market of Bolton, Hartford, New Britain, Springfield, and Willimantic.

WLAT– AM Mega

WLAT – AM 910 is Tropical Spanish featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. Mega is the highest wattage Spanish-language AM station in Connecticut...

PLANNED

Bauza & Associates media plan called for placing a total of 45 paid: 30 second spots on the air. Mega 910 offered 100% bonus to run on simultaneously during advertising period. 14-15ss Vignettes were requested as added value to the station. The bonus spots were set to run between 10a-7pm. Total units purchased: 108.

45 :30 second commercial spots for the 6 weeks of the campaign distributed equally between the morning programming (6:00 AM -9 AM) during the 6 weeks period of the campaign, making this a total of 45 paid spots offered by the station, with a total of \$2,113.31.

DELIVERED

The 45-30ss paid spots, ran as scheduled for the 6 week duration of the campaign. The 100% bonus negotiation on 30ss were obtained and yielded 49-30ss as bonuses. As part of the Added Value on the negotiation a 14-15ss Vignettes for Safety tips were developed and resulted in an additional 14-15ss vignettes. Totals spots for the buy was 108 units.

EVALUATION AND NOTES

This station is one the top station in Greater Hartford., The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the Hartford area.

WRYM "La Gigante"- AM

WRYM- AM 910 is Spanish-language radio station featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. La Gigante has one of the most popular morning shows in the state.

PLANNED

Bauza & Associates media plan called for placing a total of 48 paid 30 second spots on the air and WRYM agreed to provide 65% special bonus totaling: 80 bonuses. And additional as part of the PSA Added Value presence 21-15ss Vignettes during the 6-week campaign.

48 paid commercial spots, equally distributed in between morning and afternoon programming (6a-7p) and 101 on air spots for the 6 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 1,912.50.

DELIVERED

The 48 paid spot aired as schedule within the 6 weeks period of the campaign. The added value component yielded 72-30ss spots and 21-15ss as scheduled. The 30ss were difficult to place due to availability. A total of 10 added value units didn't air as planned.

A total of 139 units aired within the 6 weeks period.

EVALUATION AND NOTES

This station is the top station in central Connecticut. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in central Connecticut.

WCUM- 1450AM

WCUM-AM has been 22 years on the air and offers a great following. Format includes Salsa Classics, Popular Hits and specialized shows with well know radio personalities in the CT area. Serving the Bridgeport area is ideal part of me station mix.

PLANNED

Bauza & Associates media plan called for placing a total of 60 paid :30 second spots on the air at a great low rate and 30% bonus for the 6-week campaign. 80 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) for the 6 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$1,679.60.

DELIVERED

The insertion order called for a total of 60 in scheduled paid spots, to be aired for the 6 weeks duration of the campaign with 30% bonus. The station ran paid and bonus spots as ordered. On-air live reads ordered ran as part of the 30% bonus in the December month. A total of 80 units were obtained.

EVALUATION AND NOTES

This station is the top station in Bridgeport. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market.

WXCT-AM Power 990 AM- Southington CT

Power 990 am is the local signal of Davidson Media Group Power 1270AM from Springfield Mass. The format combines Salsa Classics, Popular Hits and specialized shows with well know radio personalities in the New England are. Serving the Southington area is ideal part of me station mix.

PLANNED

Bauza & Associates media plan called for placing a total of 80 paid :30 second spots on the air at a great low rate and 55% bonus for the 6 week campaign.

80 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) for the 6 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 1,700.

DELIVERED

The insertion order called for a total of 80 in scheduled paid spots, to be aired for the 6 weeks duration of the campaign with 55% bonus. The station ran paid and bonus spots as ordered. A total of 112 units were obtained.

EVALUATION AND NOTES

This station is the top station in Southington. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market.

WILI- 1400AM

WILI "Sabor Latino Show" (Willimantic)

This weekly radio program broadcasts live each Sunday morning beginning @ 10:30 AM, on WILI-AM Radio 14 in Willimantic, CT.

PLANNED

Bauza & Associates will place a total of 2:30 second spots on the air, throughout the program for 6 weeks. A total of 12-30ss spots were purchased and a 100% bonus 15ss Vignettes were negotiated as part of the package. Total of 24 units were planned with \$598.40 as investment.

DELIVERED

The buy called for a total of 12 in scheduled paid spots, to be aired within the 6 weeks duration of the campaign and all spots were delivered as planned. A total of 24 units ran as schedule.

EVALUATION AND NOTES

This Show is the only Spanish-language radio program directed to the Hispanic community, in Willimantic offering the campaign great exposure on this area.

WLAT-FM – MEGA "Asi canta mi Peru

MEGA Hispanic Show "Asi canta mi Peru" – Greater Hartford Area . This weekly radio program broadcasts live each Sunday morning on WLAT-AM Mega.

PLANNED

Bauza & Associates purchased a total of 2:30 second weekly spots on the air, throughout the program for 5 weeks. A total of 10-30ss spots were purchased and a 100% bonus 15ss Vignettes were negotiated as part of the package. Total of 20 units were planned within 5 weeks with \$306 investment.

DELIVERED

The buy called for a total of 10 in scheduled paid spots, to be aired within the 5 weeks duration of the campaign and all spots were delivered as planned. A total of 20 units ran as schedule.

EVALUATION AND NOTES

This Show is the only Spanish-language radio program directed to the Hispanic community specifically the Peruvian market in Connecticut offering the campaign great exposure on the Greater Hartford area.

Television- Spanish Broadcast

The TV placement totals 29% of Share of Investment (SOI). As requested by the RFP a tactical buy to reach Young Hispanic males was recommended.

Focusing the media buy on 2 of the main 3 Spanish broadcast station in the state. A combination of weekly programming on Telemundo and Telefutura for 6 weeks provided tactical reach on the target for the campaign.

“Abrochado o Multado” / Click it or Ticket” 30ss November 20th – December 11th

“Maneje Sobrio / Drive Sober” 30ss December 12th – December 31st

Bauza & Associates plan for a total of 189-30ss between both the selected stations.

Through additional negotiation with Telefutura as PSA, we were able to duplicate the exposure on the station.

Billboards

As part of the approach an outdoor component was included to reach high density Hispanic areas. With a SOI of 22% of the net media buying budget, the locations rotated in the Hartford and New Haven areas.

Special negotiation 1 to 1, yielding 6 units

- Size: Posters 10'x6'' x 22'x9''

Locations to rotate creative

- 4 units in Hartford
- 2 Units in New Haven

Average cost per unit: \$1,061 including production

Billboards- creative campaign suggested was approved for the “Drive Sober or Get Pulled” on November 21st

CONNECTICUT DEPARTMENT OF TRANSPORTATION
Click it or Ticket Ad Campaign
Spring 2013

Media Mix

The campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Television
- Radio
- Transit
- Billboards
- Online Web Banners

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

Schedule Timing

The entire campaign ran from May 13-June 9, 2013 – a period of four weeks. However, the greatest concentration of media weight was skewed into a two-week period from May 20 – June 2, 2013.

Television

Two different 30-second commercials produced by C+K aired statewide across six broadcast television stations and 23 cable systems throughout the state from May 17 through June 9, 2013. In addition, one 30-second commercial produced nationally by NHTSA ran statewide. The commercials that aired were:

- "Pretty Unpleasant State License & Registration"
- "Pretty Unpleasant Local License & Registration"
- "Fake-A-Rooney"

The “Pretty Unpleasant” commercials ran equally at a higher percentage (75%) than the national commercial (25%).

A schedule of paid commercials and no-charge bonus commercials aired across a range of programs for each station. The majority of the no-charge bonus commercials aired in the same dayparts as the paid commercials; if we purchased a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials, and the dayparts that they aired within, included the following:

Broadcast Television

WFSB-TV3 (CBS)

Morning News (M-F 5a-9a)
Daytime (M-F 9a-4p)
Early Fringe/News (M-F 4p-8P)
Primetime (M-Su 8p-11P)
Late Night (M-Su 11:35P-2a)

WTNH-TV8 (ABC)

Early Morning (M-Sun 5-9am)
Daytime (M-F 9am-4pm)
Early Fringe/Early News (M-F 4-7pm)
Access/Primetime/Late News (M-Sun 7-11:35pm)
Late Fringe (M-Sun 11:35pm-2am)
Overnights (m-Sun 2am-5a)

WCCT-TV20 (CW)

Daytime (M-F 9am-4pm)
Early Fringe/Early News (M-F 4-7pm)
Access/Primetime/Late News (M-Sun 7-11:35pm)
Late Fringe (M-Sun 11:35pm-2am)

WVIT-TV30 (NBC)

Early Morning (M-Sun 5-9am)
Daytime (M-F 9am-4pm)
Early Fringe/Early News (M-F 4-7pm)
Access/Primetime/Late News (M-Sun 7-11:35pm)
Weekend (Sa-Su 12n-6P)
Late Fringe (M-Sun 11:35pm-2am)

WCTX-TV59 (MyTV)

Daytime (M-F Noon-4pm)
Early Fringe/Early News (M-F 4-7pm)
Access/Primetime/Late News (M-Sun 7-11:35pm)
Late Fringe (M-Sun 11:35pm-2am)
Overnights (m-Sun 2am-5a)

WTIC-TV61 (FOX)

Early Morning (M-Sun 5-9am)
Daytime (M-F 9am-4pm)
Early Fringe/Early News (M-F 4-7pm)
Access/Primetime/Late News (M-Sun 7-11:35pm)
Late Fringe (M-Sun 11:35pm-2am)
Weekend (Sa-Su 12n-6p)

CONNECTICUT DEPARTMENT OF TRANSPORTATION
Click it or Ticket Ad Campaign
Spring 2013

Cable Television

Connecticut Cable Interconnect (22 systems statewide, less Fairfield County)

BET	TNT
Comedy Central	TRU
ESPN	TBS
E!	HISTORY
FX	TOON
MTV	DISCOVERY
NESN	ESPN2
Sci Fi	TV Land
Spike	HEADLINE NEWS
NBC Sports	GOLF
VH1	TRAVEL
CNN	BRAVO
FOX NEWS	TLC
USA	ANIMAL PLANET
AMC	THE WEATHER CHANNEL
FOOD	HGTV
MSNBC	FAMILY
ARTS AND ENTERTAINMENT	
LIFETIME	
CNBC	

Cablevision (Fairfield County cable systems)

ESPN	Versus
ESPN 2	VH1
ESPN NEWS	YES
FX	BET
MLB	News 12
Comedy Central	
DISCOVERY	
MSG	
MTV	
TOON	
SNY	
Speed	
Spike	

Television Buy Recap

Total Spent: \$74,060

Total Spots: 1,023

Total GRPS Delivered: 1,350

Audience Reach: 98%

Average Audience Frequency: 13.7 times

Radio

One 30-second commercial ran on 13 different radio stations across the state for two weeks from May 20 through June 2, 2013. The commercial was

- “Pretty Unpleasant”

The stations (and their formats) that aired the commercials included the following:

Danbury Market

WRKI-FM	Classic Rock
WDBY-FM	Country

Hartford Market

WCCC-FM	Classic Rock
WHCN-FM	70's 80's Hits
WUCS-FM	ESPN Sports
WPOP-AM	Fox Sports
WKND-AM	R & B/Urban

Radio Schedule Recap

Total Spent: \$17,795

Total Spots: 489

Total GRPs Delivered: 502

Audience Reach: 78%

Average Audience Frequency: 6.4

New Haven Market

WPLR-FM	Classic Rock
WYBC-FM	R & B

Bridgeport Market

WEZN-FM	Adult Contemporary
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New London Market

WMOS-FM	Classic Rock
WCTY-FM	Country

Stamford/Norwalk Market

WFOX-FM	Classic Rock
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Transit

A transit advertising schedule was purchased from May 13 through June 12, 2013 consisting of bus panels on the street side (kings) and back side (tails) of buses running in major markets in the state.

The schedule is designed to reach at least 25% of each market's population on a monthly basis.

	<u>Kings</u>	<u>Tails</u>
Bridgeport	11 buses	11 buses
Hartford	21 buses	21 buses
New Haven	13 buses	13 buses
Waterbury	8 buses	8 buses

Transit Buy Recap

Total Spent: \$9,880

Total Buses: 106

Digital Billboards

Click It or Ticket digital outdoor spots ran on seven interstate billboards from 5/13/13 through 6/9/13. These 8-second spots ran in the Hartford, New Haven, and Bridgeport markets in rotation with six other advertisers 24 hours per day.

Digital Billboard Buy Recap

Total Spent: \$21,275

Total Locations: 7

Total Impressions: 2,518,287

Online Web Banners

A 4-week web banner buy ran from May 13 through June 9. This buy, using standard leaderboard (728 x 90) and tile (300 x 250) ad sizes was targeted geographically and demographically. They ran across the following news, sports, auto, and entertainment websites:

Courant.com	Autotrader.com	Automotive.com
Gamezone.com	carsdirect.com	CBSsports.com
Flickr.com	Gameshark.com	gamespot.com
Mensfitness.com	motortrend.com	movies.com
Newser.com	playlist.com	rollingstone.com
Trucktrend.com	ultimateguitar.com	USAtoday.com
Wrestlezone.com	wrestlingnews.com	xbox360cheats.com
TV.com	ESPN.com	SI.com
Sportinglife.com	Yahoo.com	prosportsdaily.com
About.com	bleacherreport.com	

Online Web Banner Buy Recap

Total Spent: \$7,000

Total Impressions Delivered: 1,200,000

Total Click-it or Ticket Media Campaign Delivery

Total Spent: \$130,010

Audience Reach: 98%

Average Frequency: 38 times

This means that approximately 98% of our target audience in the state of Connecticut was exposed to the campaign message at least once.

Of those adults exposed to the campaign message, on average they were exposed to the message 38 times or 9.5 times per week.

CONNECTICUT DEPARTMENT OF TRANSPORTATION
Click it or Ticket Ad Campaign
Spring 2013

Campaign Summary

OVERVIEW

The Connecticut Department of Transportation assigned Bauza & Associates on April 26th the Spanish Media Campaign for the Highway Safety- Click it or Ticket Summer 2013 outreach. The effort requested Spanish media placement on Broadcast (TV and Radio) and Web Presence to run from May 19th to June 2nd of the current year.

Detailed in this document is the summary report and evaluation of the campaign. This report includes the air checks by media. The campaign estimated a delivery of 564 units between all media outlets. The post analysis show results of 578 units, yielding a 2.5% results above plan units. The media negotiations and placement allowed for an additional 14 units within the schedule.

The Click it or Ticket Campaign for the Hispanic market in Connecticut included: media planning, negotiating, placement and reconciliation. As part of the project, Bauza & Associates needed to assess and recommend available materials on the national bank available on <http://www.trafficsafetymarketing.gov/>. The agency communicated that for broadcast, the TV materials available for "Click it or Ticket/ Abrochado o Multado" 30ss worked well for the local market. This TV ad is current and it has been used in the past for the market outreach.

Radio placement required the agency to develop a script and produce the spot after approval from the client. Bauza & Associates presented 2 radio scripts to the client for approval. "Conciencia 30ss" (Conscience) was approved and produced by May 9th. Also, a PSA negotiation for Highway Safety Vignettes was part of the package and placement on most radio stations.

RADIO SCRIPT APPROVED / PRODUCED

CONCIENCIA

MUJER: ¿Vuelves rápido?

HOMBRE: Si, sólo voy al colmado que está a la vuelta y vuelvo.

CONCIENCIA: (susurrando) Dile la verdad, dile que tendrás un accidente cuando llegues a la esquina y no la volverás a ver, ni a ella ni a ninguno de los familiares que amas. Porque no llevas puesto el cinturón de seguridad.

HOMBRE: ¿Qué te pasa? ¿Quién eres?

CONCIENCIA: Soy tu conciencia, sabes que debes abrocharte el cinturón de seguridad siempre.

ANNCR: Porque nunca sabes cuando el cinturón salvará tu vida. De día y de noche la policía estará buscando y multando aquellos conductores que no usen el cinturón.

Usa el cinturón de seguridad o serás multado.

ENGLISH TRANSLATION: Conscience

WOMAN: Are you coming back quickly?

MAN: Yeah, I'm only going to the store which is right around the corner. I'll be back in no time.

CONSCIENCE: (whispering) Tell her the truth, tell her that you will have an accident when you reach the corner and you won't see her again, nor any of the family members you love so much. Because you are not wearing your seatbelt.

MAN: What's going on? Who are you?

CONSCIENCE: I am your conscience, you know you have to buckle up every time.

ANNCR: Because you never know when it can save your life. Day and night, police are looking for and fining drivers that don't use their seatbelt. Click it or Ticket.

Web placement was presented and approved on the main local Hispanic web portals in the state. Bauza & Associates developed new creative that was submitted for approval. The banners were produced and were ready to deliver to the media outlets in a timely fashion to maximize placement during the campaign schedule.

The campaign comprehensively utilized the best media mix of Spanish-language radio broadcast media, tactical Spanish TV placement and web placement. These efforts delivered a culturally-relevant message that reminds the Latino community about the importance of using seatbelts during the start of the summer. In our efforts to gauge the impact of the campaign, Bauza & Associates obtained 578 units through negotiations with the media, adding more exposure to the campaign.

Media Mix

Total Budget: \$20,057

- TV 61%
- Radio 31%
- Web Banners 8%

Television- Spanish Broadcast

The TV placement totals 61% of Share of Investment (SOI). As requested by the RFP a tactical buy to reach Young Hispanic males was recommended.

The TV buy considered all 3 main Spanish broadcast stations in the state. A combination of weekly programming on Univision, Unimas and Telemundo was used to maintain weekly frequency of 15 spots daily.

“Abrochado o Multado” / Click it or Ticket” 30ss May 19th – June 2nd

Bauza & Associates planned for a total of 221-30ss spots between the selected stations.

Through negotiation on time available, we were able to obtain 13 additional units. As part of the TV Broadcast negotiation- web presence on Telemundo www.holaciudad.com and Univision <http://www.wuvntv.com/> was obtained at a lower rate.

Radio Placement

Radio media reports 31% of Share of Investment (SOI). Bauza & Associates selected the best 6 Hispanic radio stations in the state to reach the target during high driving times. As part of the radio placement a weekly tactical buy on 2 local radio Hispanic shows: “Asi es mi Peru” and “Sabor Boricua en NY.”

The plan leverages radio as a frequency builder and reaches the target audience through segmentation by selection of the best Hispanic stations in Connecticut that cover all areas in the state with the commuting and dynamic target.

The average Hispanic consumes more radio per hour than the general market and they tend to reach specific segments of the demographic.

Special discounts on all rates were obtained. Additional no charge spots were negotiated as a bonus. Vignettes (DJ Announcements) were placed as part of the effort- as PSA spots on some stations or part of the rotation on other stations.

Web Presence

As part of the approach a web presence was requested in the assignment. Bauza & Associates leveraged the negotiations, including web presence on 3 of the 4 portals that were included as part of the package. This maximized the budget, reflecting only 10% of the media investment.

Web banners were online the week of May 20th. The web banners linked to <https://www.facebook.com/CThighwaysafety>.

Bomba971.com has maintained the banner as a PSA and it’s currently online.

Media Campaign Results Recapitulation

MEDIA Planned Actual Investment

- TELEVISION \$12,310.00
- RADIO \$6,082.11
- WEB BANNER \$1,675.00
- TOTAL \$20,067.11

CT Department of Transportation

Safe Driving Campaign

Labor Day 2013

The campaign included a broad media mix to deliver the message to all of Connecticut's drivers. A specific focus on males 18-34 was considered when selecting specific media vehicles. The specific media vehicles used, consisted of the following:

- Television
- Radio
- Digital Outdoor Billboards

Schedule Timing

The campaign aired from August 19, 2013 – September 8, 2013. Advertising messages were constantly

visible throughout that period.

Campaign Spending

The campaign totaled \$99,973.00. The spending broke out as follows:

TV: \$53,639.00

Radio: \$20,694.00

Billboards: \$25,640.00

Television:

<u>Broadcast:</u>	<u>#ofSpots</u>	<u>Cost</u>
WCTX	80	\$2,095.00
WFSB	57	\$8,585.00
WTIC	40	\$6,600.00
WTNH	60	\$8,675.00
WCCT	56	\$3,835.00
FTNH	30	\$765.00
WVIT	52	\$7,600.00
Bounce-TV	40	\$200.00
Cozi-TV	40	\$100.00

Cable:

Comcast Cable Interconnect: Speed, Spike, BET, FX, YES, ESPN, ESPN 2, Comedy, MTV, TRU TV, Discovery, History, TBS, TNT, CNN, Fox News Channel, MSNBC, USA, A&E, AMC.

224 \$5,574.00

Fairfield Cty. Cablevision: Speed, Spike, News 12, BET, FX, SNY, YES, ESPN, ESPN 2, Comedy, MTV, ESNU,

TOON, Biography, MLB Network, TRU TV.

309 \$9,610.00

Total Television: 988 \$53,639.00

<u>Radio:</u>	<u>#ofSpots</u>	<u>Cost</u>
WEZN-FM	45	\$2650.00
WDBY-FM	49	\$667.00
WRKI-FM	49	\$2155.00
WCCC-FM	49	\$2275.00
WMRQ-FM	49	\$2070.00

WHCN-FM	47	\$1925.00
WUCS-FM	50	\$1292.00
WPOP-AM	50	\$0.00
WPLR-FM	50	\$3847.00
WMOS-FM	47	\$636.00
WCTY-FM	51	\$1617.00
WFOX-FM	49	\$1560.00
Total Radio:	585	\$20,694.00

<u>Digital Billboards:</u>	<u>Company</u>	<u>#Units</u>	<u>Cost</u>
<u>Location</u>			
Hartford/New Haven	CBS Outdoor	6 units	\$9,375.00
New Haven Q Bridge	Independent Outdoor	1 unit	\$3,765.00
Hartford/New Haven	Lamar Outdoor	4 units	\$12,500.00
Total Billboards:	11 units	\$25,640.00	

NOTEWORTHY PRACTICES

NOTEWORTHY PRACTICE 1

NHTSA Research Pilot – Texting Ban Enforcement Demonstration

The Connecticut Highway Safety Office (along with Massachusetts) was selected by NHTSA for a second time to carry out a national distracted driving research project in 2012. The goals of this project were to specifically test if Connecticut’s statutes banning texting by drivers could be effectively enforced to change driver behavior. More specifically, the project aims to identify strategies to be used by law enforcement agencies to detect and cite motorists in violation of this law.

The HSO chose the city of Danbury and the surrounding municipalities of Bethel, Brookfield, Monroe, Newtown, Redding and Ridgefield to participate as the pilot area. Towns surrounding the city of New London were chosen as a control site for this project.

Project activities for the Texting Ban pilot include 4 enforcement WAVES and accompanying earned media campaigns over the course of the 2013-2014 Federal Fiscal Years (FFY). The following project activity took place during FFY 2013:

Communications Tactics:

- Kickoff or press event: Kickoff press event featured NHTSA’s Michael Brown, Legislators, Law Enforcement, the Department of Motor Vehicles and the Governor’s Highway Safety Office. Judging by the amount of media coverage the event received, it can be considered a success.
- Media Tours: State and local Police conducted interviews at enforcement locations (basically ride-a-longs without being in the patrol car) that were broadcast by local news organizations. Local media including radio stations conducted interviews with law enforcement as well as the Highway Safety Office’s (HSO) Law Enforcement Liaison. Local Newspapers including the Danbury News Times and all participating towns patch sites also ran stories related to the research pilot.
- Press Releases: Releases were distributed to media outlets concerning, the pilot programs, the kickoff event and a “post-WAVE” release concerning the preliminary results. Examples of these releases can be found in appendix A

Law Enforcement Training

- Expert Panel – A Law Enforcement Expert Panel was held prior to WAVE 1 to discuss project goals and deliverables as well as identify enforcement strategies to be used during enforcement WAVES. This meeting included presentations from current and former members of the law enforcement community who participated in the first “Phone in One Hand. Ticket In the Other” campaign. Other participants included NHTSA HQ project staff and data analysis consultants, the CT HSO media contractor and members of the HSO project staff.

- Law Enforcement Expert Panel Follow Up – Following the Expert Panel meeting, project staff from the HSO made a site visit to Ridgefield PD along with representatives from each participating agency to finalize enforcement schedules, strategies and HS-1 grant procedures.
- Law Enforcement Media Training – The HSO media contractor conducted a media training session for representatives from participating law enforcement agencies. This training focused on project messaging – making use of speaking points/fact sheet provided by NHTSA (Please see the Power Point attached to the corresponding email to see the full presentation provided to law enforcement).

Wave Schedule:

Participating Law Enforcement Agencies, Hours Worked and Times of Enforcement:

Danbury Police Department:

- Shift Hours (Times of Day): 8:00 A.M. – 4:00 P.M.
- Total Overtime Hours: 8 Hours per Day X 6 Officers X 7 days = 336 Man Hours

Monroe Police Department:

- Shift Hours (Times of Day): 8:00 A.M. – 4:00 A.M.
- Total Overtime Hours: 8 Hours per Day X 4 Officers X 7 days = 224 Man Hours

Regional Traffic Unit Police Departments:

- Shift Hours (Times of Day): 8:00 A.M. – 4:00 A.M.
- Total Overtime Hours: 8 hours per day x 6 officers x 7 days = 336 Man Hours

Connecticut State Police:

- Shift Hours (Times of Day): 6:30 A.M. – 10:30 A.M. And 2:30 P.M. – 6:30 P.M.
- Total Overtime Hours: 8 Hours per day x 3 Troopers x 7 days = 168 Man Hours

Total estimated Enforcement Hours to be worked: 1064

Other Law Enforcement Information/Activities:

- Law Enforcement Training(s): A roll-call training video was written, produced and distributed to participating law enforcement agencies. The video featured the Connecticut Law Enforcement Liaison, and participating chiefs delivering information about the enforcement campaign.
- Enhanced Enforcement Strategies: Law enforcement participating in this project employed the use of “focused patrols” during the first mobilization as well as motorcycle and roving patrols. This strategy employed the use of a “spotter” either in an inconspicuous location or dressed in plain clothes to radio to officers waiting to stop the violator. All law enforcement representatives

involved in the project stressed the importance that the spotter be 100% sure of the use of the electronic mobile device before notifying ticketing officers.

- A “WAVE 1 debrief/After Action Meeting” was held after the completion of the first pilot mobilization. Attendees included members from NHTSA Washington, members of the Connecticut Highway Safety office, law enforcement, data and survey contractors as well as involved partners. This “debrief” allowed law enforcement to directly share their experiences from the mobilization with administrative staff. The debrief also provided the opportunity for all parties to share anecdotes as well as preliminary data from the first WAVE.

A total of \$ 42,852.00 in 403 funds were spent on these activities during FFY 2013.

ALL AGENCY Texting Crackdown: Wave 1, DEDICATED Hours										
Type of Enforcement	# Citations	# Arrests			# Warnings	How many citations did you issue using each strategy type?				
	Infraction	Misd.	Felony	Spotter		Work zone	Roving	Motorcycle	Marked c Unmarke	
Cell Phone	962	0	0	11	249	0	269	273	176	
Texting	166	0	0	0	39	0	31	38	4	
Distracted Driving	7	0	0	1	0	0	5	0	0	
Seat Belt	128	0	0	0	1	0	95	1	5	
Child Restraint	5	0	0	0	0	0	0	4	0	
Speed	7	0	0	1	0	0	6	0	1	
Stop Signs	9	0	0	0	0	0	0	1	0	
Traffic Signals	5	0	0	0	0	0	0	6	1	
Suspended License	0	14	0	0	1	0	0	5	2	
Uninsured Motorist	0	1	0	0	0	0	0	0	0	
Reckless Driver	1	0	0	0	0	0	0	2	0	
Vehicle Equipment	9	0	0	0	0	0	0	9	0	
Unregistered M/V	28	0	0	0	2	0	0	18	1	
Other Traffic Violations	92	3	0	7	6	0	0	78	7	
DUI 14-227a	0	2	0	0	0	0	0	1	0	
Minor in Possession of Alcohol	0	0	0	0	0	0	0	0	0	
Fugitive Apprehended	0	0	1	0	0	0	0	1	0	
Weapons	0	0	0	0	0	0	0	0	0	
Drugs	2	3	5	0	0	0	0	1	5	
Stolen Vehicle	0	0	0	0	0	0	0	0	0	
Other Non-Traffic Crimes	0	4	0	0	0	0	0	4	0	
TOTAL	1421	27	6	20	298	0	406	442	202	

ATTITUDE AND AWARENESS OUTCOME MEASURES

Connecticut Click It or Ticket Campaign 2013 - DMV Results

The Connecticut Department of Transportation's Highway Safety Office (HSO) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the 2013 Click It or Ticket Initiative are included in the following summary. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents' knowledge and awareness of the paid media that was purchased by HSO and aired from August 16 – September 4, 2013. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield, and Winsted. The first wave of DMV surveys was conducted directly before the media began (March 26 – April 5, 2013) and the second wave was collected directly afterward (June 4-12, 2013).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate that self-reported belt use and perception of enforcement severity increased slightly from Wave 1 to Wave 2. More than eighty percent (83.4%) of respondents reported "*Always*" wearing their seatbelt in Wave 1 and this percentage increased to 85.9 percent in Wave 2. Percentage of respondents indicated that chance of getting a ticket was "*Always*" increased from 22.1 percent in Wave 1 to 24.2 percent in Wave 2. Close to one third of respondents indicated that State and Local police enforced the seat belt law "*Very Strictly*". State police showed a significant increase from 32.9 percent in Wave 1 to 37.0 percent in Wave 2 whereas Local police showed a near-significant increase (30.0% in Wave 1 and 32.6% in Wave 2). Awareness of the safe driving messages showed a significant increase from Wave 1 to Wave 2. The number of respondents that reported having "*read, seen, or heard anything*" about extra belt enforcement in Connecticut increased significantly, as did percentage of respondents having read, seen or heard "*anything about belts in Connecticut*". Personal experience with belt enforcement also increased significantly from Wave 1 to Wave 2, respectively. When asked where the safe driving message was heard, the most common answers were *TV, radio, and newspapers*. Recognition of the "***Click It or Ticket***" campaign slogan increased from 81.1% in Wave 1 to 84.3% in Wave 2.

The tables that follow summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis at the $p < 0.01$ level.

Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 1). There were a total of 2,742 survey respondents, 1,395 pre-campaign and 1,347 post-campaign.

Table 1. DMV Office Location and Number of Completed Surveys, by Wave

Office Location	Wave 1	Wave 2
Bridgeport	155	153
Danbury	150	155
Hamden	151	136
New Britain	156	150
Norwalk	156	158
Norwich	156	152
Waterbury	164	158
Wethersfield	159	133
Winsted	148	152

Table 2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, just over half (54.4% and 54.3%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (31.9% in Wave 1 and 28.0% in Wave 2) and 21-34 year olds (28.2% in Wave 1 and 25.2% in Wave 2). The majority of respondents were White during both waves (69.3% in Wave 1 and 70.0% in Wave 2). Approximately 21 percent of respondents were Hispanic (20.3% in Wave 1, 21.5% in Wave 2).

Table 2. Demographic Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	54.4%	54.3%
Female	45.6%	45.7%
Total (N)	100% (N=1,387)	100% (N=1,337)
Age		
Under 18	1.0%	1.3%
18-20	5.4%	6.6%
21-34	28.2%	25.2%
35-49	31.9%	28.0%
50-59	20.1%	23.0%
60+	13.4%	15.9%
Total (N)	100% (N=1,386)	100% (N=1,341)
Race		
White	69.3%	70.0%
Black	12.9%	10.9%
Asian	3.0%	3.1%
Native American	1.1%	0.6%
Other	12.5%	13.9%
Multiple	1.3%	1.4%
Total (N)	100% (N=1,307)	100% (N=1,267)
Hispanic		
Yes	20.3%	21.5%
No	79.7%	78.5%
Total (N)	100% (N=1,307)	100% (N=1,267)

*Significant at $p < 0.01$

Belt & Reason for Being Stopped by Police

Tables 3 to 7 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped together with others based on subject similarity.

There was a non-significant increase in reported seat belt use from Wave 1 to Wave 2. Percentage of Respondents that indicated “*Always*” wearing their seat belts was 83.4 percent in Wave 1 compared to 85.9 percent in Wave 2 (see Table 3). Respondents were also asked “When you pass a driver stopped by police [in the daytime/in the nighttime], what do you think the stop was for?” Results for both daytime and nighttime are shown in Table 4.

Table 3. Self Reported Belt Use, Question 11

Question	Wave 1	Wave 2
Q11. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	83.4%	85.9%
Nearly Always	9.1%	8.2%
Sometimes	4.1%	3.4%
Seldom	2.2%	1.5%
Never	1.2%	1.0%
Total (N)	100% (N=1,383)	100% (N=1,336)

*Significant at $p < 0.01$

Table 4. Reasons for Being Stopped by Police, Questions 6 and 7 (multiple responses)

Question	Wave 1	Wave 2
Q6. When you pass a driver stopped by police <i>in the daytime</i>, what do you think the stop was for?		
Speeding	72.2%	72.8%
Seat Belt Violation	20.9%	20.3%
Drunk Driving	3.5%	4.8%
Reckless Driving	7.5%	8.1%
Registration Violation	7.5%	8.2%
Other	13.3%	11.1%
Total N	N=1,395	N=1,347
Q7. When you pass a driver stopped by police <i>in the nighttime</i>, what do you think the stop was for?		
Speeding	46.3%	44.5%
Seat Belt Violation	6.5%	7.9%
Drunk Driving	43.9%	46.0%
Reckless Driving	14.8%	18.1%^
Registration Violation	5.4%	5.3%
Other	10.2%	9.7%

Total N	N=1,395	N=1,347
*Significant at $p < 0.01$		
^ $p < 0.05$		

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses showed some increases in perception of enforcement severity from Wave 1 to Wave 2 (Table 5). When asked to evaluate the chance of receiving a ticket for not using a seat belt, 22.1 percent of Respondents in Wave 1 indicated it was “Always”, compared to 24.2 percent in Wave 2. More than a quarter (32.9%) of Wave 1 respondents judged that State police enforced seat belt laws “Very Strictly” compared to 37.0 percent in Wave 2. This was a significant increase, $p < .01$. A near-significant increase was obtained when asked about severity of enforcement by Local police: 30.0 percent of Wave 1 respondents selected “Very Strictly”, compared to 32.6 percent in Wave 2, $p < .05$.

Table 5. Survey Questions 12, 13, 14

Question	Wave 1	Wave 2
Q12. What do you think the chances are of getting a ticket if you don't wear your seatbelt?		
Always	22.1%	24.2%
Nearly Always	17.8%	20.2%
Sometimes	38.7%	37.3%
Seldom	14.7%	13.0%
Never	6.7%	5.3%
Total (N)	100% (N=1,376)	100% (N=1,329)
Q13. Do you think the Connecticut State Police enforce the seat belt law:		
Very strictly	32.9%	37.0%*
Somewhat Strictly	41.3%	42.9%
Not Very Strictly	18.2%	15.3%
Rarely	5.7%	3.6%
Not at All	2.0%	1.2%
Total (N)	100% (N=1,366)	100% (N=1,320)
Q14. Do you think the local police enforce the seat belt law:		
Very strictly	30.0%	32.6% [^]
Somewhat Strictly	41.3%	42.8%
Not Very Strictly	19.7%	18.5%
Rarely	6.9%	4.7%
Not at All	2.1%	1.4%
Total (N)	100% (N=1,365)	100% (N=1,315)

*Significant at $p < 0.01$

[^] $p < 0.05$

DMV survey responses indicated that respondents had some personal experience with enforcement (Table 6). Approximately 15 percent of respondents have received a belt ticket at some point (14.6% in Wave 1 vs. 14.5% in Wave 2). There was a significant increase in percentage of respondents having experienced seat belt enforcement in the past month, from 20.5 percent in Wave 1 to 27.1 percent in Wave 2 ($p<.0001$). Participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation. There was little change from Wave 1 (76.7% responding yes) to Wave 2 (75.8%).

Table 6. Survey Questions 15, 17, 20

Question	Wave 1	Wave 2
Q15. Have you ever received a ticket for not wearing your seat belt?		
Yes	14.6%	14.5%
No	85.4%	85.5%
Total (N)	100% (N=1,378)	100% (N=1,294)
Q17. In the past month, have you personally experienced enforcement by police looking at seat belt use?		
Yes	20.5%	27.1%*
No	79.5%	72.9%
Total (N)	100% (N=1,367)	100% (N=1,303)
Q20. Should the police be able to stop a vehicle for a seat belt violation alone?		
Yes	76.7%	75.8%
No	23.3%	24.2%
Total (N)	100% (N=1,360)	100% (N=1,275)

*Significant at $p<0.01$

^ $p<0.05$

Awareness of Seat Belt Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of seat belt messages from Wave 1 to Wave 2. There was a significant increase in percentage of respondents indicating having “*seen or heard about extra enforcement where police were looking at seat belt use*” from Wave 1 to Wave 2 (from 36.0% to 51.0%, respectively, $p<.0001$). When asked if they had recently “*read, seen or heard anything about seat belts in Connecticut*”, 50.0 percent of respondents answered affirmatively in Wave 1 compared to 62.5 percent in Wave 2 ($p<.0001$). Those answering yes to the latter question were then asked about the source and the nature of the message. Results are summarized in Table 7. Respondents were also asked if they knew the name of any seat belt enforcement program in Connecticut. The campaign slogan, “*Click It or Ticket*” showed some level of recognition from 81.1 percent in Wave 1 to 84.3 percent in Wave 2 (see Table 7).

Table 7. Survey Questions 16, 18, 19

Question	Wave 1	Wave 2
Q16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?		
Yes	36.0%	51.0%*
No	64.0%	49.0%
Total (N)	100% (N=1,376)	100% (N=1,326)
Q18. Have you recently read, seen, or heard anything about seat belts in Connecticut?		
Yes	50.0%	62.5%*
No	50.0%	37.5%
Total (N)	100% (N=1,363)	100% (N=1,297)
Q18a. Where did you see or hear about anything about safe driving in Connecticut? (multiple answers)		
Newspaper	18.7%	18.2%
Radio	34.4%	31.1%
TV	60.2%	51.5%*
Internet	9.3%	11.2%
Brochure	3.2%	6.2%*
Checkpoint	13.6%	20.4%*
Other	14.7%	20.5%*
Q18b. What type of message was it?		
Enforcement	19.6%	18.0%
Safety	14.0%	11.3%
Political Opinion	0.0%	0.0%
Specific Slogan	66.3%	70.7%
Total (N)	100% (N=285)	100% (N=133)
Q19. Do you know the name of any safe driving enforcement program(s) in CT? (multiple responses)		
Buckled or Busted	4.0%	5.4%
Buckle Up Connecticut	14.3%	15.1%

Click It or Ticket	81.1%	84.3%^
Operation Stay Alive	2.4%	3.0%

*Significant at $p < 0.01$

^ $p < 0.05$

Perception and Awareness of Speed Enforcement

There was no change in reported speeding Wave 1 to Wave 2. Percentage of respondents that indicated “Always” driving over 35mph in a 30mph zone was 10.0 percent in Wave 1 compared to 11.4 percent in Wave 2 (see Table 8). DMV survey responses indicated a significant increase in public awareness of speed enforcement from Wave 1 to Wave 2. Percentage of Respondents indicating having “read, seen or heard about speed enforcement” was 41.5 percent in Wave 1 compared to 50.3 percent in Wave 2, $p < .0001$. Survey responses showed no further change in perception of speed enforcement severity from Wave 1 to Wave 2. When asked to evaluate the chance of receiving a ticket for driving over the speed limit, 16.2 percent of Respondents in Wave 1 indicated it was “Always”, compared to 16.5 percent in Wave 2. Details for these questions are shown in Table 8.

Table 8. Survey Questions 21, 22, 23

Question	Wave 1	Wave 2
Q21. On a local road with a speed limit of 30mph, how often do you drive faster than 35mph?		
Always	10.0%	11.4%
Nearly Always	17.5%	16.0%
Sometimes	43.7%	40.7%
Seldom	17.3%	20.7%
Never	11.5%	11.3%
Total (N)	100% (N=1,370)	100% (N=1,315)
Q22. Have you recently read, seen, or heard anything about speed enforcement?		
Yes	41.5%	50.3%*
No	58.5%	49.7%
Total (N)	100% (N=1,305)	100% (N=1,281)
Q23. What do you think the chances are of getting a ticket if you drive over the speed limit?		
Always	16.2%	16.5%
Nearly Always	23.2%	22.6%
Sometimes	48.7%	49.2%
Seldom	8.3%	8.4%
Never	3.5%	3.3%
Total (N)	100% (N=1,361)	100% (N=1,302)

*Significant at $p < 0.0$

**2013 Connecticut Labor Day Impaired Driving Campaign
DMV SURVEY RESULTS**

The Connecticut Department of Transportation’s Highway Safety Office (HSO) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the Labor Day 2013 Impaired Driving Initiative are included in the following summary. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media that was purchased by the HSO and aired from August 16 – September 2, 2013. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted before any media or enforcement began (July 30 – August 2, 2013) and the second wave was collected directly afterward (September 3-6, 2013).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicated a near-significant decrease in incidence of driving after drinking and a significant increase in recognition of the campaign slogan between Wave 1 and Wave 2. The number of respondents that reported having zero incidence of driving after drinking increased from 82.5 percent in the baseline survey to 85.5 percent during Wave 2. The percentage of respondents reporting having “*read, seen, or heard anything about alcohol impaired driving*” increased, albeit not significantly, from 69.5 percent in Wave 1 to 72.0 percent in Wave 2. When asked where the impaired driving message was heard, *television, newspaper* and *radio* were the most common answers. Recognition of the “***Drive Sober or Get Pulled Over***” campaign slogan showed a significant increase, going from 34.2 percent in Wave 1 to 41.9 percent in Wave 2.

The tables that follow summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis at the $p < 0.01$ level.

Basic Information and Demographics

For each wave, approximately 150 surveys were collected in each office (Table 1). There were a total of 2,768 survey respondents; 1,393 pre-campaign and 1,375 post-campaign.

Table 1. DMV Office Location and Number of Completed Surveys, by Wave

Office Location	Wave 1	Wave 2
Bridgeport	154	152
Danbury	152	154
Hamden	160	155
New Britain	151	158
Norwich	154	155
Norwalk	158	155
Waterbury	153	141
Wethersfield	159	155
Winsted	152	150

Table 2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, just over half (50.8% and 53.1%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 50-59 year olds (20.6% in Wave 1 and 21.9% in Wave 2) and 40-49 year olds (21.3% in Wave 1 and 20.8% in Wave 2). The majority of respondents were White (71.1 percent in Wave 1 and 71.7 percent in Wave 2). Approximately 16 percent of respondents were Hispanic (15.9% in Wave 1, 17.3% in Wave 2).

Table 2. Descriptive Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	50.8%	53.1%
Female	49.2%	46.9%
Total (N)	100% (N=1,385)	100% (N=1,364)
Age		
16-20	6.8%	4.7%
21-25	10.1%	11.3%
26-34	16.8%	16.6%
35-39	8.8%	9.0%
40-49	21.3%	20.8%
50-59	20.6%	21.9%
60+	15.6%	15.7%
Total (N)	100% (N=1,392)	100% (N=1,372)
Race		
White	71.1%	71.7%
Black	12.8%	12.2%
Asian	2.9%	3.4%
Native American	0.7%	0.3%
Other	11.4%	11.5%
Multiple	1.0%	1.0%
Total (N)	100% (N=1,356)	100% (N=1,327)
Hispanic		
Yes	15.9%	17.3%
No	84.1%	82.7%
Total (N)	100% (N=1,352)	100% (N=1,325)

*Significant at $p < 0.01$

Belt & Alcohol Use

Tables 3 to 6 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped together with others based on subject similarity.

There was a slight (non-significant) decrease in reported seat belt use between Wave 1 to Wave 2. Percentage of respondents that indicated “Always” wearing their seat belts decreased from 85.3 percent in Wave 1 to 84.2 percent in Wave 2. There was a near-significant increase in percentage of respondents indicating that, in the past 30 days, they had zero incidence of driving within two hours after drinking, from 82.5 percent in Wave 1 to 85.5 percent in Wave 2 ($p<.05$, see Table 3). When asked about their pattern of driving after drinking in the last 3 months, the majority of respondents reported that they do not drive after drinking (80.9% in Wave vs. 83.3% in Wave 2).

Table 3. Belt Use and Alcohol Use, Questions 6, 7, & 9

Question	Wave 1	Wave 2
Q6. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	85.3%	84.2%
Nearly Always	9.3%	9.1%
Sometimes	3.4%	4.7%
Seldom	0.9%	1.1%
Never	1.2%	0.9%
Total (N)	100% (N=1,391)	100% (N=1,369)
Q7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
None	82.5%	85.5%^
1 or more times	17.5%	14.5%
Total (N)	100% (N=1,347)	100% (N=1,328)
Q9. Compared with 3 months ago, are you now driving after drinking		
More Often	0.7%	0.7%
Less Often	5.7%	5.8%
About the Same	12.7%	10.1%
Do Not Drive after Drinking	80.9%	83.3%
Total (N)	100% (N=1,359)	100% (N=1,344)

*Significant at $p<0.01$

^ $p<0.05$

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses generally indicated small changes in perception of enforcement severity from Wave 1 to Wave 2 (Table 4). When asked to evaluate the chances of getting arrested if driving after drinking, 22.8 percent of respondents in Wave 1 indicated it was “Always” compared to 23.7 percent in Wave 2 (not significant). Over forty percent (42.2%) of Wave 1 respondents judged that local police enforced the drinking and driving laws “Very Strictly” compared to 44.2 percent in Wave 2 (not significant). When asked about enforcement of drinking and driving laws by state police, 47.9 percent of respondents judged it was enforced “Very Strictly” in Wave 1 compared to 51.0 percent in Wave 2 (not significant). In Wave 1, 27.9 percent of respondents judged that the penalties for impaired driving were “Not Strict Enough” compared to 28.9 percent in Wave 2 (not significant).

Table 4. Survey Questions 8, 10, 11, 12

Question	Wave 1	Wave 2
Q8. What do you think the chances are of getting arrested if you drive after drinking?		
Always	22.8%	23.7%
Nearly Always	19.6%	21.5%
Sometimes	37.5%	35.4%
Seldom	9.1%	7.1%
Never	10.9%	12.3%
Total (N)	100% (N=1,361)	100% (N=1,345)
Q10. Do you think local police enforce the drinking and driving laws:		
Very strictly	42.2%	44.2%
Somewhat strictly	40.2%	39.0%
Not very strictly	12.3%	12.3%
Rarely	3.6%	2.3%
Not at all	1.7%	2.2%
Total (N)	100% (N=1,361)	100% (N=1,345)
Q11. Do you think state police enforce the drinking and driving laws:		
Very strictly	47.9%	51.0%
Somewhat strictly	38.1%	35.6%
Not very strictly	9.4%	9.7%
Rarely	2.8%	1.8%
Not at all	1.8%	2.0%
Total (N)	100% (N=1,361)	100% (N=1,336)
Q12. Do you think the penalties for alcohol impaired driving are:		
Too Strict	8.4%	7.7%
About Right	55.1%	53.4%
Not Strict Enough	27.9%	28.9%
Never	8.5%	10.1%
Total (N)	100% (N=1,371)	100% (N=1,351)

*Significant at $p < 0.01$

DMV survey responses indicated no significant change in number of respondents having personally experienced impaired driving enforcement (Table 5). Approximately 19 percent of respondents had gone through an alcohol checkpoint in the past 30 days (17.9% in Wave 1 vs. 19.9% in Wave 2).

Table 5. Survey Question 13

Question	Wave 1	Wave 2
Q13. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?		
Yes	17.9%	19.9%
No	82.1%	80.1%
Total (N)	100% (N=1,369)	100% (N=1,348)

*Significant at $p < 0.01$

Awareness of Impaired Driving Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of impaired driving messages from Wave 1 to Wave 2. There was a non-significant change in percentage of respondents indicating having *read, seen or heard anything about impaired driving in Connecticut* from Wave 1 (69.5%) to Wave 2 (72.0%). Those answering “yes” to this survey question were then asked about the source of the message. Results are summarized in Table 6 and indicate a near-significant increase in percent of respondents reporting *Television* as the source of the message. Respondents were also asked if they knew the name of any impaired driving enforcement program in Connecticut. Two of the slogans showed a significant increase in recognition from Wave 1 to Wave 2: 1) the campaign slogan “**Drive Sober or Get Pulled Over**” showed an increase from 34.2 percent in Wave 1 to 41.9 percent in Wave 2 ($p < .01$), and 2) “**Please Step Away From Your Vehicle**” showed an increase from 2.2 percent in Wave 1 to 4.1 percent in Wave 2 ($p < .01$). Overall the most recognized slogans were: 1) “**Friends Don’t Let Friends Drive Drunk**”, recognized by 46 percent of respondents, 2) the campaign slogan “**Drive Sober or Get Pulled Over**”; 3) “**You Drink and Drive, You Lose**”, which was recognized by 26 percent of respondents (Table 6); and 4) “**Over the Limit, Under Arrest**”, recognized by approximately 26 percent of respondents.

Table 6. Survey Questions 14 and 15

Question	Wave 1	Wave 2
Q14. Have you recently read, seen, or heard anything about impaired driving in Connecticut?		
Yes	69.5%	72.0%
No	30.5%	28.0%
Total (N)	100% (N=1,365)	100% (N=1,355)
Q14a. Where did you see or hear about anything about safe driving in Connecticut?		
Newspaper	34.9%	31.7%
Radio	29.1%	32.2%
TV	63.5%	68.1%^
Poster	28.4%	27.4%
Brochure/Billboard	2.5%	2.7%
Police Checkpoint	8.3%	8.9%
Other	10.1%	9.2%
Total (N)	100% (N=949)	100% (N=976)
Q15. Do you know the name of any safe driving enforcement program(s) in CT?		
Drive Sober or Get Pulled Over	34.2%	41.9%*
Drunk Driving. Over the Limit, Under Arrest	25.1%	26.5%
You Drink & Drive. You Lose	26.3%	26.0%
Team DUI	3.7%	3.1%
Friends Don't Let Friends Drive Drunk	45.5%	47.0%
Checkpoint Strikeforce	3.7%	4.0%
Please Step Away from Your Vehicle	2.2%	4.1%*
90 Day Blues	0.5%	0.7%
MADD's Red Ribbon	10.8%	10.6%
Total (N)	100% (N=1,393)	100% (N=1,375)

*Significant at $p < 0.01$

^ $p < 0.05$